THE CASH BOX

THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY

Vol. 8, No. 40

5th ANNIVERSARY ISSUE

Week of JUNE 30, 1947

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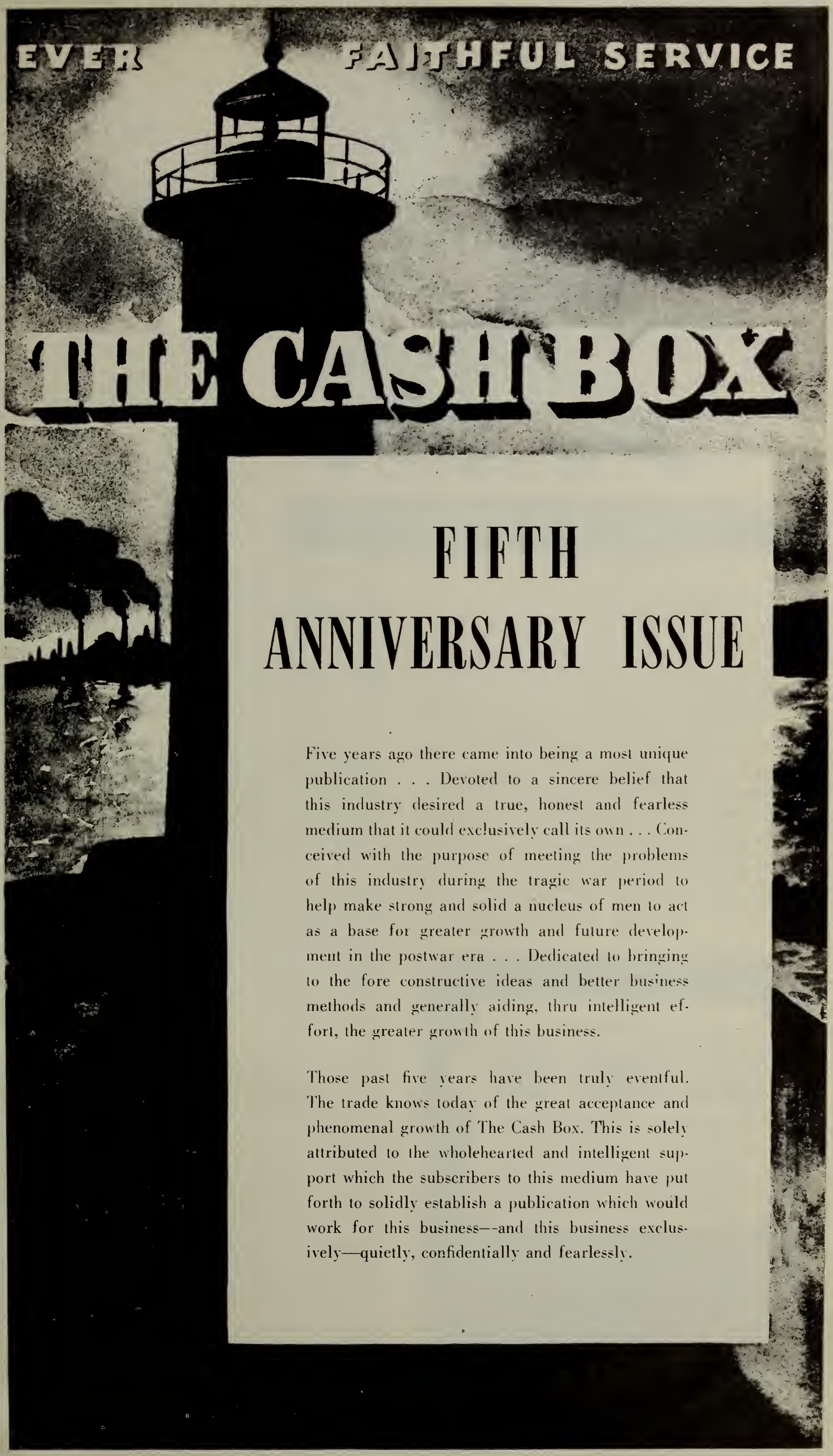

FIFTH ANNIVERSARY ISSUE

Five years ago there came into being a most unique publication . . . Devoted to a sincere belief that this industry desired a true, honest and fearless medium that it could exclusively call its own . . . Conceived with the purpose of meeting the problems of this industry during the tragic war period to help make strong and solid a nucleus of men to act as a base for greater growth and future development in the postwar era . . . Dedicated to bringing to the fore constructive ideas and better business methods and generally aiding, thru intelligent effort, the greater growth of this business.

Those past five years have been truly eventful. The trade knows today of the great acceptance and phenomenal growth of The Cash Box. This is solely attributed to the wholehearted and intelligent support which the subscribers to this medium have put forth to solidly establish a publication which would work for this business—and this business exclusively—quietly, confidentially and fearlessly.

Five Years

By Bill Gersh

"COINTOONS"

The past five years have been turbulent, hectic and — thrilling. This period saw the beginning, as well as the growth, of many firms who are ranked in 1947 among the very largest in the industry.

The Cash Box entered into the field wnen otners believed that the business was finished. It continued to fully inform the members of this trade of every news event during the years when there was no other source where information could be obtained.

The Cash Box has grown. It has developed into a medium in which the entire coin machine field now places its trust and its confidence. It has expanded in the direction in which the industry wanted it to expand. It is always planning ahead constructively and aiding. by such planning, all connected with this trade. *The Cash Box* feels that this is but a beginning. It is only the entrance to the road that leads to newer, greater and grander achievements to benefit all the industry.

As the fifth year mark is reached — *The Cash Box* plans an even greater publication offering a finer and better service to the trade. It will, as the weeks roll by, introduce new and different features. It has already made preparations in this direction. Its personnel is trained to continue ahead progressively, aggressively and vigorously, so that all who will read and use *The Cash Box* will find its services, its news and its editorials unequalled.

This is the beginning of a new era — not only for *The Cash Box* — but for all the industry. The flush of the hysterical wartime boom period is long over. The trade is adjusting itself to a new and different type of business. It must make such adjustment to assure itself continued progress.

There are those who claim that this is a business recession. Many economists deny this. They state that this is, instead, the adjustment period which had to come about for all industry, as the answer to the wartime boom. Some of the inflationary valuations which were introduced with the war seem to linger on. But, very gradually, they, too, are being done away with, and the resultant effect, it is generally believed, will be the introduction of a new and finer and more conservative, but more solid business era for the entire nation.

America's coin machine industry is prepared. Its manufacturers are planning ahead. They are also visualizing a new sales era as the bewildering adjustment period settles itself and the members of the trade can see more clearly before them. This new sales and operating era bodes well for all engaged in the coin machine business for, most certainly, only greater progress lies ahead.

This new era which seems to have actually begun with this Fifth Anniversary Issue of *The Cash Box* will be most carefully watched by all in the trade. It is the sort of period which will have the complete attention of all business men. There will be ingenious coinmen who will present new, better and different operating and sales plans and, perhaps, a new type of equipment which will not only revive sales, but will also enhance the value of the present operations thruout the nation.

There are at the present time, a few frightened and craven individuals who will, of their own accord, leave the field. This, too, is good for this business, for their exit will open the way to others — of greater foresight, vision and courage. These are the men this business needs today. These are the people who will make this field greater than ever and who will bring it the leadership it has so long deserved in the entertainment and merchandising worlds.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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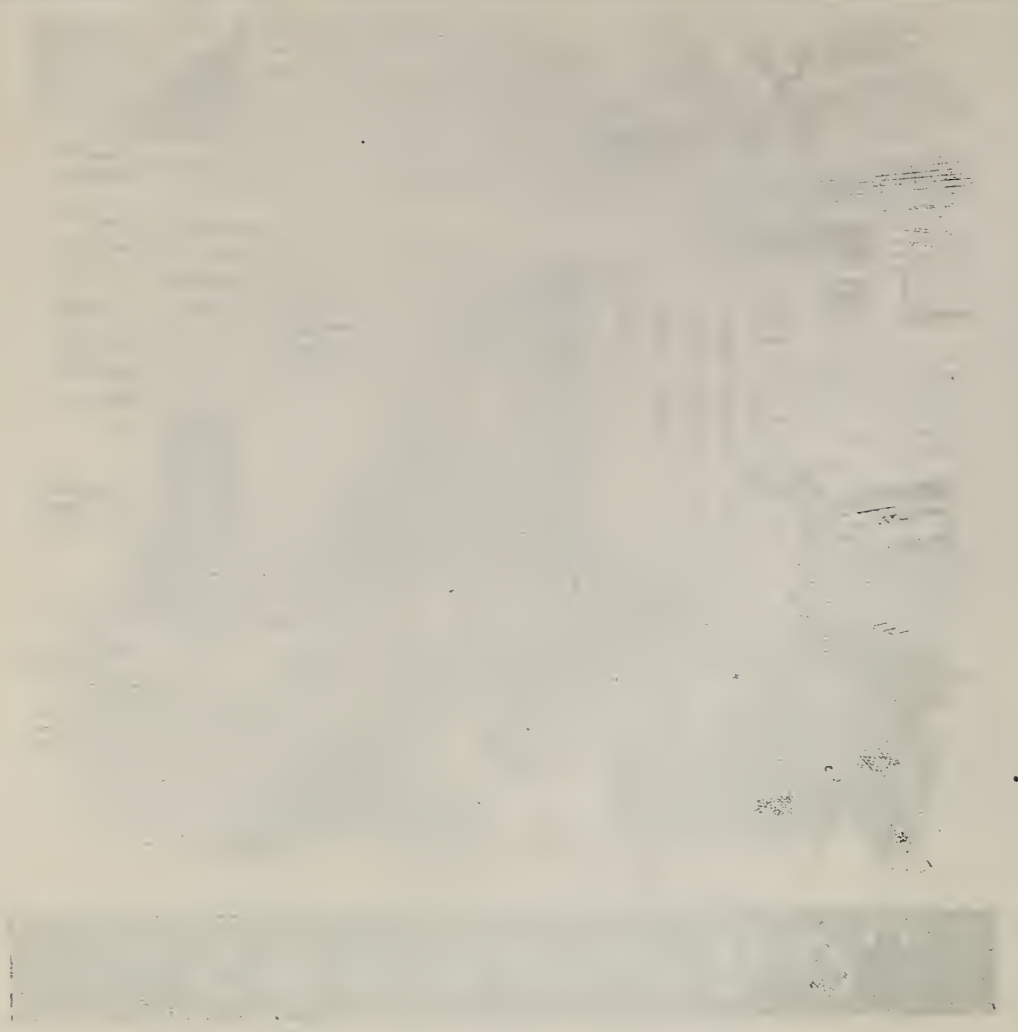

HEARINGS END

BOTH SIDES AWAIT DECISION ON SCOTT & FELLOWS BILLS

Only ASCAP and NAPA Reps Heard at 7th and Final Hearing. Opposition Continues to Smear Coinmen. Call Music Distribs "Mystery Men" of Industry. Sub-Committee's Report to the Committee On The Judiciary Expected This Week.

WASHINGTON, D. C. — For the time being it's over.

As Rep, Earl Lewis, Chairman of the Sub-Committee of the Committee On The Judiciary, banged his gavel on the high dais fronting the hearing room calling an end to the seventh and final public hearing on the Scott (H.R. 1269 and H.R. 1270) and Fellows (H.R. 2570) bills, the high tension that has been current here between music op and music business representatives relaxed.

The fate of the measures now rests with the sub-committee, which is expected to make its report to the full committee this week.

It had been a hard and bitter fight. Seven action-packed rounds of it. A fight in which every music operator in the United States and its possessions has important hard earned dollars and cents at stake.

In all the nine years that the proponents of these measures have been knocking on the doors of Congress, these public hearings just concluded, represent their most important gains.

For nine years they have tried to rip from the laws of the United States that portion of the Copyright Act of 1909 which specifically exempts coin-operated musical instruments from the payment of royalties and monetary tribute for the "privilege" of using the musical compositions.

Like they have done with every other business in which music represents a segment of that business, they are seeking to place an annual levy on each and every juke box under the American flag; a tax they want the music operator to pay: a tax they want backed up by the police powers of the United States Government.

And these boys are looking for quite a hunk. From ten to forty million dollars per year, at a conservative estimate.

Led by the American Society of Composers, Authors and Publishers (ASCAP), and supported by the Songwriters Protective Association, the National Association of Performing Artists, and a number of lesser figures and organizations, each of whom is seeking a cut from the music operator, the proponents of these bills have thrown the most powerful heavyweight legal batteries they could muster at the comparative handful of juke box representatives who were there to fight back at this most vicious of any proposed legislation that has ever faced the industry on a national scale.

That by the sheer weight of numbers the enemies of this industry have enjoyed an advantage is attested to by the fact that even at this last and final public hearing, it was only the opposition who was heard. This, because they were given the first opportunity to speak, despite the group of coinmen who had asked and were scheduled to be heard.

It was Maurice J. Speiser, general counsel for the National Association of Performing Artists, and sponsor of the Scott Bills, who was called as the first witness. He made the most of the opportunity. With only two hours allotted to the entire session, Speiser took all but a few minutes of it. His "good friend," Gene Buck of ASCAP, took over what time was left.

Speiser, an able and experienced lawyer, was in good form. Following the lead of so many others who had testified, Speiser also started off with a crack at the industry, by referring to the lack of public information concerning it and adding it was as tho the industry was "a clandestine affair."

Going on at great length about the history of the anti-juke box bills, Speiser described the current music operator's exemption as a "grave injustice."

He described his own participation in its furtherance as being done "without selfish interest," and all his efforts have been carried out without compensation from anyone.

It was at this point that Speiser got himself in trouble.

Referring to (H.R. 1270). a bill seeking to permit artists to obtain a copyright on their interpretation of a musical composition, Rep. Keating asked Speiser if members of James C. Petrillo's musician's union would not also come under that bill.

Speiser admitted they would.

Then referring to Speiser's statement that he was never paid for his work for NAPA, Rep. Keating shot a question at him in which he asked if it weren't true that Local 802 of the American Federation of Musicians had advanced him $7,500.00 in January, 1942?

Speiser admitted that this was correct. He further admitted, under Rep. Keating's persistent questioning. the shocking fact that **part of the $7,500.00 received from the union was for the purpose of conducting a survey of juke boxes in New York City!**

Going on from there. Rep. Keating tore into Speiser's testimony again and again, tying him to the Petrillo organization thru his appearances at their functions and his requests to the AFM for funds.

It was during this period of the session that the exchange between Rep. Keating, who had come armed with facts and figures, and Maurice J. Speiser grew bitter. Keating was apparently angered by Speiser's statements. An anger that led Speiser to apologize to Rep. Keating. It was a somewhat blanched lawyer that went on from there.

On the other hand, coming in for an accolade from Rep. Keating was M. C. Bristol, vice president of the Rudolph Wurlitzer Company, "Bristol's testimony was more important than all the others," he remarked at one point.

Concluding his testimony with a few more cracks at the coinmen's case, Speiser surrender the remaining minutes of the session to his "good friend" Gene Buck, of ASCAP.

Buck launched his case with a refutation of Speiser's arguments in behalf of H.R. 1270 and, having accomplished this, joined the anti-juke box bandwagon to give testimony in behalf of H.R. 1269 and H.R. 2570. Buck was another who took the occasion for a smear at the industry.

Remarking that there are three main segments to the juke box business: manufacturer, distributor and operator, Buck pointed out that only two had appeared: the manufacturers and the operators. Where, he asked. were the distributors, who were taking in such a large portion of the industry's profits?

Describing them as the "mystery men" of a mysterious business. who have such a "vital" stake in the proposed legislation, Buck again demanded to know where these "rich" individuals were. Why weren't they in Washington?

This line of continued smearing became so ridiculous to one of The Cash Box writers present that he cracked out: "They probably didn't have the carfare."

The verbal melee that followed between Buck and the reporter was quickly cut short by the rap of Chairman Lewis' gavel, who added that "one witness will be heard at a time."

As it turned out Buck was the last witness. but a coin machine representative had the last word nonetheless.

Just as the session was closed, Sidney H. Levine, dynamic little attorney for the Automatic Music Operators Association, leaped to his feet to declare that as the counsel for three distributing firms, he was there to represent them; he further pointed out that the distributors were fully aware of the proceedings and were following them with high interest; they were ready and willing to appear at any time they were called.

With that the hearings came to an end. All the coin machine representatives thanked the Congressmen individually for their consideration and for their fairness in hearing all sides of the issues.

Rep. Lewis then announced that the full Committee On The Judiciary would meet in executive session this week. and a report would be forthcoming at that time.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.

A Few of the Telegrams Received by THE CASH BOX from the Nation's Juke Box Leaders

NEW YORK — It would be impossible to reproduce on this one page, and still retain any readability, the many, many telegrams and letters which have been received by *The Cash Box* since the first hearing (May 23, 1947) of the Scott (H.R.1269 and H.R.1270) and the Fellows (H.R. 2570) Bills.

The fact remains, tho, that wires and letters from large associations of music merchants all over the nation as well as independent operators, including jobbers, distributors, suppliers and manufacturers connected with the automatic music industry of America have continued to flood the offices of *The Cash Box* since the pages of this publication began to completely and thoroughly explain and report each hearing of the Scott and Fellows Bills before the Sub-Committee of the Committee On The Judiciary in Washington, D.C.

It is interesting to note here and now that even the proponents of the bill have searched thru the pages of *The Cash Box* for whatever true information they have received. These men have made this statement time and time again at the Washington hearings. They have complimented *The Cash Box* on its fine coverage of the hearings and on its presentation of these reports to the automatic music industry. Cetrainly, there is no finer compliment which can be paid to any publication.

In short, as has been stated at every hearing which has been held in Washington by the automatic music leaders who were present, that *The Cash Box* has given the juke box industry the most complete, most concise and most intelligent reports of what was happening for and against its interests and which, as one of the proponents stated, *"brought down a flood of protests and coin operated music machine men on our heads"*.

The Cash Box carried "exclusive" stories of the inside happenings. It has also contained confidential information for the trade and disseminated that information thru the proper channels so that all the juke box leaders would know what was happening. It has been fearless and truthful in its reports and has even been threatened by one of the proponents who remarked, "I could sue you for some of the statements which you made. But, I realize that they were made in the interests of your own industry."

Nor is this all. *The Cash Box* was the only coin machine publication which sat in, and helped to conduct, confidential and private meetings prior to the hearings on the Scott and Fellows Bills in Washington.

Today, *The Cash Box* is accepted as "the official organ of the juke box industry" which is the statement made by the juke box leaders who were present on the evening of June 3, 1947 in a meeting prior to a hearing on the Scott and Fellows Bills the next morning.

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WESTERN UNION (36)

JOSEPH L. EGAN PRESIDENT

SYMBOLS: DL = Day Letter; NL = Night Letter; LC = Deferred Cable; NLT = Cable Night Letter; Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

PE347 PD=PHILADELPHIA PENN 9 530P 1947 JUN 9 PM 5 40

MR BILL JERSH=

CASHBOX 381 4 AVE NYK=

FOR MYSELF AND EACH AND EVERY OPERATOR OF JUKE BOXES IN THE USA I WISH TO THANK YOU PERSONALLY FOR THE JOB THAT YOU AND THE CASHBOX IS DOING IN WASHINGTON AND THROUGH YOUR PUBLICATION TO TRY AND DEFEAT THE HOUSE BILL THAT WILL PUT US ALL OUT OF BUSINESS. AFTER THREE WEEKS WORKING WITH YOU AND THE GOING IS NOW GETTING TOUGH I. MYSELF AND EVERY OPERATOR NEED YOUR HELP MORE THAN EVER. PLEASE KEEP UP THIS FIGHT TO STOP CONGRESS OF LEGALIZING A METHOD FOR A CHOICE FEW TO RUIN THOUSAND OF SMALL BUSINESS IN THE USA=

BILL KING PRES PHONOGRAPH OPERATORS ASSOCIATION EASTERN PENNSYLVANIA.

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WESTERN UNION (41).

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CK676 PD=CHICAGO ILL 12 331P 1947 JUN 12 PM 4 43

BILL GERSH=

=CARE CASH BOX 381 4TH AVE NYK=

YOUR COOPERATION IN THE OPPOSITION TO THE SCOTT BILL IS DEEPLY APPRECIATED AND CAN ONLY HOPE THAT THE RESULTS OBTAINED WILL BE SUCH THAT YOUR EFFORST WILL NOT BE WITHOUT REWARD=

DRAKE CUNLIFFE ILLINOIS PHONOGRAPH OWNERS.

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.HA147 NL PD 6 EXTRA=CLEVELAND OHIO 9

BILL GERSH=

THE CASH BOX 381 FOURTH AVE NYK=

CONGRATULATIONS ON THE WORK YOU HAVE BEEN DOING IN KEEPING THE PHONOGRAPH OPERATORS OF AMERICA INFORMED IN REGARDS TO THE SCOTT BILL WE ALL HAVE THE BATTLE OF OUR LIVES AND IT IS GOOD TO KNOW THAT THERE IS SOMEONE LIKE YOU. WHO IS ON OUR SIDE HELPING US IN THIS FIGHT KEEP UP THE GOOD WORK AND YOU CAN BE ASSURED THAT THE PHONOGRAPH OPERATORS IN OHIO ARE IN BACK OF YOU ONE HUNDRED PERCENT=

JACK COHEN PRESIDENT OHIO STATE AUTOMATIC PHONOGRAPH OWNERS ASSN.

WE APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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t of origin. Time of receipt is STANDARD TIME at point of destination

N251 PD=JD OAKLAND CALIF 9 1038A

BILL GERSCH= CARE CASH BOX MAGAZINE=

381 4 AVE=

BILL. IF YOU THINK I SHOULD BE IN WASHINGTON, WITH MY ATTORNEY AT THE NEXT HEARING ON THE SO CALLED SCOTT BILL, WIRE ME AT ONCE SAYING THAT IT IS IMPERATIVE THAT I BE THERE THAT I SHOULD BE THERE. I AM WRITING YOU UNDER SEPARATE COVER, CONGRATULATING YOU ON THE FINE WORK DONE THROUGH THE CASH BOX. I AM CERTAINLY GOING TO TRY TO DO SOMETHING FOR THE CASH BOX WHEN THIS IS OVER. WIRE ANSWER COLLECT=

GEORGE A MILLER STATE PRESIDENT AND BUSINESS MANAGER CALIFORNIA MUSIC OPERATORS ASSN.

A NEW GENERATION OF COINMEN ENTER IN DAD'S FOOTSTEPS

Sons Taking Over Businesses Established by Fathers. Look to New, More Aggressive and Progressive Action as Youngsters Get Going.

NEW YORK—For the past 20 years or so in this business, Dad's been doing a pretty good job of bringing home a weekly stipend — for Mother and the kids. Dad's done pretty well in most cases in this industry and, tho he won't believe this statement even if backed up by hammers and clubs, the old guy's beginning to slow up a little bit. He's getting a bit cranky, and pretty much set in his ways about certain business procedures and about his personal habits. Yep, a lot of the Dads of this speedy moving, fast changing business are beginning to feel the years. And their youngsters are beginning to take over.

Here and there thruout the nation, traveling coinmen are coming across more and more sons, some who just returned from the armed services, others who have just come out of schools, but, most important, who are gradually taking over the duties which the "old man" carried on his shoulders all by himself for so many years. These coinmen, as they visit around, still ask for the "old man" by name. They still like to think of the times when they spent an hour or two or more over a glass of beer and had a laugh or two in some suite at the Sherman and like to reminisce about the "old days".

But, meeting the sons of these Dads, they suddenly find themselves up against modern, young, aggressive and progressive business men — who are "all business" — just like their dads were — some years back. They want action. They want facts. They want to know about this and that and the other thing. And these coinmen who have spent all these past years just "talking things over with the old man" — are, to say the very least, left breathless in many cases.

It's that pepper and fire of youth which builds industries. It's that spirit of optimism. That cockiness and confidence and surety. That belief in themselves. And Dad sits back and chuckles to himself these days as salesmen in the trade try their wiles out on the sons. Of course — Dad's still the boss. He's going to make the final decision — and then tell his son or sons — why. But, what's most impressive and what is even greater to think about — is this new generation coming into the trade to bring new life and new ideas and new action and, perhaps, a new and greater program for future growth and advancement of all the field. And that's what counts. This is happening al lthe way down the line from manufacturer to operator. It's truly a thrill to listen to a manufacfurer laugh happily over how his son is so rapidly catching on to the factory's policies, work and administration. How son has already come into dad's office with ideas and suggestions and that some of these have already been accepted and placed into action. Some of the largest plants in Chicago feature sons of fathers working away each and every day and growing more and more familiar with the business in which they are staking their future.

The numbers of distributors, jobbers and operators who already have their sons with them, actively engaged in their businesses, are too numerous to even mention. In fact, in some cases thruout the nation, sons have already taken over and dad just pops in every now and then to learn what's going on, and why. It's no longer a surprise to traveling coinmen to come into a town, ask for some dad, and be greeted by a son or sons. Then the fun normally begins. Tho the roadman can joke and laugh and tell stories about the "old man" and the "good times they had" — the sons simply look on --- and wait — just wait — for the proposition to come. And some roadmen grow a bit cold — get feathers in their stomachs these days — as these sons ask direct and logical questions — that dad forgot all about — because of this, that and the other thing which had to do with long years of friendship and knowing a "good guy", etc. etc .

But — these kids of all these coinmen — they're getting action — and they're getting things done and, what's more impressive, they're breathing new life into many old and rather cobwebby ideas and operations — and that means a greater, grander, better business for all concerned. So — let's greet this new generation with all its youth and all its pep and maybe its strongheadedness — with lots of respect and cooperation. The kids are going to make this a better business. They're going to bring understanding of youth into the picture. They're going to build and sell and operate the machines of tomorrow.

We at The Cash Box have been thrilled to hear about these sons. We want their pictures to run on our pages. We want to be among the first to offer them our cooperation. We want them to feel really welcome to this speedy, thrilling, fascinating coin operated machines business. We want them to know that this business hasn't actually started yet —and that it's up to them to push it right up (by hard work and intelligent effort) to the very top of all the entertainment and merchandising businesses in the nation.

If your son is now handling your business — or learning it from you — send in his picture and tell us a little something about him — we'd like to say "hello" — and we do most sincerely believe that everyone else in the field wants to know him. We feel that a lot of old timers in the cointrade are going to get a thrill calling around and being greeted by replicas of the "old man" when he was young. And they're certainly going to be completely fascinated when they hear some of these kids tell them all about machines they've operated for years and, maybe, just maybe, show them a trick or two they've developed all by themselves -- tho a lot of old timers don't think there's a trick, they've missed or one they don't know about. Maybe some of these old guys are going to get a real surprise.

Let's pull together for these kids -- they're the future of the business — the hope of all of us — to see this become the greatest, grandest, most respected industry in the entertainment and merchandising worlds.

GAME FIELD BOOMS

Midyear Mark Finds Games Booming. Ops Adding More to Routes. Outlook Bright.

CHICAGO — The midyear mark finds the games field booming bigger than ever. About three or four months ago games began to suddenly zoom into first place position as the word spread thruout the channels of the trade that games were "enjoying their best collections in history".

The result has been that old games, which blocked a great many fine locations thruout the nation, have been removed and replaced with new equipment which is earning coinmen more money and, at the same time, giving them a longer and better run than they formerly enjoyed.

Furthermore, trade-in prices have remained constant and this has helped the game ops to also enjoy better operating returns. The trade-in prices, by remaining constant, have allowed many ops to get their repeat orders on the machines at prices sufficiently low to definitely insure them better profits all around.

From every standpoint, then, pinballs, rolldowns, and the new type bowling alleys have stepped up the entertainment factor of the industry and are appearing in more and more territories daily.

It is also noticeable that the amusement game ops are willing to pay the higher license fees called for these days by communities and states. They have learned that higher licenses of this type help them to retain their operations and that the average location owner will not, because of the high license fees demanded, purchase games direct.

A very noteworthy example of the above is the license fees which the Newport, Virginia operators are now paying and which amount to the impressive total of $1,630 for the first game. Certainly few, if any, storekeepers will purchase their own machine when they realize that they will have to pay out $1,630 in license fees for that one unit. (This is broken down by payment of $500 per year occupational license to the city of Newport, $1,000 to the state for an occupational license, $100 per game license to the city, $20 per game license to the state and $10 yearly license to the Federal Government).

The boom was born on the fact that more and more coinmen, who began to operate the new type pinball games, found that these were not only earning better profits for them, but that they remained on location for a longer period of time and, after this long run, still brought a very fine trade-in price. Distributors in the games field began to cut into their own profit margin to make it easier for the operators to purchase the machines. Jobbers did the same and also extended time payments, in a great many instances. The result was to boom sales all down the line and to bring about sufficient interest so that many coinmen started to open territory here and there thruout the country.

Not only has pinball boomed, but all the other types have also zoomed ahead. The rolldown game has become an institution. Everywhere in the country, it is reported, rolldown games have proved themselves among the best of the profit producers and also the longest lasting on location. The public, coinmen state, like the games and the interest has been held at a good pitch. Furthermore, the manufacturers have made these unusually attractive, with the result that sales have continued at a good clip.

The new type of bowling alleys are also winning more and more adherents each day. These machines are institutions in a great many territories. In others, where they have been spotty for sometime, they are now getting in much stronger, and the result is that the bowling alleys which have added many new and modern play features are among the leading sellers.

Consoles and other equipment in this classification have also started back up the ladder with the return of warm weather. For a few months they fell behind as coinmen turned to enter into the boom of the pinballs and rolldowns and bowling alleys. But, from all indications, they are coming back stronger than ever and, it is believed, by Fall they will again be up among the sales leaders.

It is noteworthy to pause here and study the fact that as the amusement games field zoomed the automatic music industry slowed down. To add to this—the average music machine operator — where possible, has added amusement games to his route and many more are doing so every day. There is no relation between the slump in music sales and the revival of amusement game sales.

Already many noted ops are calling pinball "king of the field" once again, which it was in the thirties. They believe that the pinballs and other amusement machines will lead the field as the nation enters into the first stages of what may, or may not, be the promised recession period. (As yet economic experts are divided in their belief that this can be called a recession. They, instead, term it a short term adjustment.)

The term "adjustment" also fits into the games field. Here ops adjusted themselves to the new machines and the new prices very speedily. The beginning of the year saw the amusement machines field lagging far behind. But, within a few months, it zoomed out of this lethargic condition and has continued to go on ahead at the speediest pace ever known to the trade.

In fact, the speed with which it is zooming ahead has brought in more manufacturers to try their hand at developing and producing better playing and greater profit producing games. The result is that the operators are enjoying the choice of some of the very finest amusement machines ever yet produced. And each one, so far, at least from reports received from all over the country, has more than paid its way.

The boom, therefore, which the games field is enjoying, it is predicted, will continue on for months to come and lead into a climax at the next coin machine convention and exhibition in January 1948, when coinmen expect that there will appear many new type amusement machines the trade has never yet seen.

Games have become more simple in operation. They have again turned to entertaining, rather than puzzling, a great many players. The simple, high score principle gets better action, the ops have found, than the intricate multi-scoring methods which the first post-war games featured.

As the amusement equipment manufacturers begin to obtain more and more materials they are turning to better production and presenting finer machines. This is sure to lead to an era of outstanding amusement game action. It also means that the average operator will enjoy better profits.

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IT IS NOT SOLD ON NEWSSTANDS.

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Why it pays to do business with WURLITZER and WURLITZER distributors

Leadership isn't won by accident or held by chance. It's built up over the years by offering consistently better products for sale—and with better service to back them up. That's the way Wurlitzer won it. That's the way we and our Distributors hold it. For these reasons and those below, it pays any Music Merchant—both in prestige and in profits—to do business with Wurlitzer.

WURLITZER PRESTIGE LEADERSHIP

Wurlitzer has been a name famous in music for over 200 years. It's a name that means *music* to millions today. To operate Wurlitzers is to operate phonographs that the public knows and associates with the best in coin-operated music.

PUBLIC RELATIONS LEADERSHIP

Wurlitzer has consistently taken the lead in promoting public relations for the betterment of the industry. Newest step in this direction is an all-out drive toward delivering music at the proper volume level most pleasing to the public as a stimulant to extra play and profits for Wurlitzer Music Merchants.

PRODUCT LEADERSHIP

Wurlitzer phonographs and auxiliary equipment have consistently led the parade in quality year after year. They excel in eye-appeal, ear-appeal, play-appeal. And, because of that, they excel in earning power.

VALUE LEADERSHIP

Over the years and because of their recognized superior quality, Wurlitzer products have maintained their value far better than have other makes. This was proven during the war and is evident today in the comparative prices being paid for Wurlitzer and other used equipment.

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Wurlitzer is the only manufacturer in its field to combine national magazine, coast-to-coast billboard and a powerful point-of-purchase program into the only consumer advertising campaign in the history of this business for the profit of the Music Merchant.

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The Wurlitzer Distributor organization stands supreme in the industry today. Each Distributor offers his Music Merchants the benefit of long experience, complete facilities, skilled service and a well rounded organization from a manpower standpoint aimed at one end—to aid Wurlitzer Music Merchants in getting and holding the best locations. Every Wurlitzer Distributor has a first-hand, intimate knowledge of every phase of the commercial music business.

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Brondt Distributing Co., Inc.
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Congratulations TO CASH BOX ON ITS FIFTH ANNIVERSARY FROM WURLITZER AND WURLITZER DISTRIBUTORS

Year after Year! WURLITZER EXTENDS ITS LEADERSHIP!

The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

AL—ALADDIN
AP—APOLLO
AR—ARISTOCRAT
BW—BLACK & WHITE
CA—CAPITOL
CN—CONTINENTAL
CO—COLUMBIA
DE—DECCA
DEL—DELUXE
EC—EXCLUSIVE
EN—ENTERPRISE
EX—EXCELSIOR
JB—JUKE BOX
KI—KING
MA—MAJESTIC
ME—MERCURY
MG—M-G-M
MN—MANOR
MO—MODERN MUSIC
MU—MUSICRAFT
NA—NATIONAL
QU—QUEEN
RA—RAINBOW
SI—SIGNATURE
SO—SONORA
ST—STERLING
SW—SWANK
TO—TOP
TR—TRILON
VI—VICTOR
VO—VOGUE
VT—VITACOUSTIC

1 MAM'SELLE

Enters its sixth consecutive week in first place.

AL-536—Al Gayle
CA-396—The Pied Pipers
CO-37343—Frank Sinatra
DE-23861—Dick Haymes
EN-257—Derry Fa'ligant
MA-7217—Ray Dorey
ME-5048—Frankie Laine
MGM-10011—Art Lund
NA-9032—Jack Carroll
RA-10014—Marshall Young
SI-15093—Ray Bloch O.
SO-2023—George Towne O.
VI-20-2211—Dennis Day

2 PEG O' MY HEART

In fifth position last week and into second spot now — with ops raving about it.

AL-537—Al Gayle Harmonicords
CA-346—Clark Dennis
CO-37392—Buddy Clark
DE-25076—Phil Regan
DEL-1080—Ted Martin
MA-7238—Danny O'Neil
ME-5052—Ted Weems
MG-10037—Art Lund
NA-9027—Red McKenzie
SI-15119—Floyd Sherman
VI-20-2272—The Three Suns
VT-1—The Harmonicats

3 I WONDER, I WONDER, I WONDER

Continues its steady climb, with ops asking for more.

CA-395—Martha Tilton
CO-37353—Tony Pastor Orch.
DE-23865—Guy Lombardo O.
DEL-1075—Ted Martin
MA-1124—Eddy Howard O.
MG-10018—Van Johnson
MO-20-516—The Scamps
NA-9032—Jack Carroll
SO-2024—Ted Straeter O.
TR-114—The Vagabonds
TR-143—The Four Aces
VI-20-2228—Louis Armstrong O.

4 ACROSS THE ALLEY FROM THE ALAMO

A real hit tune with every recording a coin culler.

CA-387—Stan Kenton O.
CO-37289—Woody Herman
DE-23863—The Mills Bros.
ME-3060—The Starlighters
VI-20-2272—The Three Suns

5 CHI BABA CHI BABA

The sensational rise of this tune indicates that the public wants more of the same.

AP-1064—Connee Boswell
AR-1001—Sherman Hayes O.
CA-419—Peggy Lee
CO-37384—The Charioteers
DE-23738—Lawrence Welk O.
DEL-1080—Ted Martin
MA-1133—Louis Prima O.
MG-10027—Blue Barron O.
SO-2023—George Towne O.
VI-20-2259—Perry Como

6 LINDA

Appearing on this coveted page for well over two months now, with steady coin pouring in.

CA-362—Paul Weston O.
CO-37215—Buddy Clark—Ray Noble O.
DE-23864—Gordon Jenkins O.
ME-3058—Chuck Foster O.
SI-15106—Larry Douglas
SO-2006—Bob Chester O.
VI-20-2047—Charlie Spivak O.

7 MY ADOBE HACIENDA

In third place last week — now in seventh, nevertheless the ditty maintains its hold among the top ten.

CA-389—The Dinning Sisters
CO-37332—Louise Massey
CT-8001—Jack McLean
DE-23846—Kenny Baker
EN-147—The Cossman Sisters
KI-609—Billy Hughes
MA-1117—Eddy Howard
ME-3057—Bobby True Trio
RH-101—The Esquire Trio
VI-20-2150—Billy Williams
VO-785—Art Kassel

8 THAT'S MY DESIRE

A batch of hit records out on this tune, as more recordings pour forth.

AP-1056—Curtis Lewis Trio
CA-395—Martha Tilton
CN-6048—Golden Arrow Quartet
CO-37329—Woody Herman
DE-23866—Ella Fitzgerald
ME-5007—Frankie Laine
MG-10020—Art Mooney
MN-1064—The Cats & The Fiddle
MO-147—Hadda Brooks
SO-2019—Ray Anthony O.
VI-20-2251—Sammy Kaye

9 HEARTACHES

The classic story of the oldie — and still a money maker.

AP-1045—Gordon Macrae
CA-372—Joe Alexander
CN-8021—Ray Smith
CO-37305—Harry James O.
DE-25017—Ted Weems O.
DEL-1068—Ted Martin
KI-598—Cowboy Copas
MA-1111—Eddie Howard O.
ME-3057—Bobby True Trio
MGM-10001—Jimmy Dorsey Orch.
NA-9026—Red McKenzie
SI-15065—Ray Bloch O.
SO-2005—Ted Straeter
VI-20-2175—Ted Weems O.

10 I BELIEVE

In this spot again, with ops reporting the tune holding its own.

COL-37300—Frank Sinatra
MG-10026—Ziggy Elman
MU-492—Artie Shaw O.
VI-20-2240—Louis Armstrong Orch.

THE CASH BOX Record Reviews

"George Washington, Abraham Lincoln, Ulysses S., Robert E. Lee"

"I'm So Right Tonight"

PHIL HARRIS ORCHESTRA

(RCA-Victor 2301)

● The inimitable Phil Harris goes back to Dixie dialogue to bring up one of the better novelty ditties he has cut in a long time. It's George Washington, Abraham Lincoln, Ulysses S., Robert E. Lee," and, long title or no, Phil really makes something worthwhile out of it. Peg the side as one you'll want to try. The flip, "I'm So Right Tonight," is also a pleasant bit of Harris novelty, with Phil again taking on the vocal chores. Not in the same league as the top deck, but strong eough for a filler.

"I Wish I Didn't Love You So"

"I'm So Right Tonight"

DINAH SHORE

(Columbia 37506)

● Twice we've given the song "I Wish I Didn't Love You So" a featured position as either a "Disk O' The Week" or as the "Sleeper," and that's the only reason we're not doing it now. The tune, a sock romantic ballad, is given a stellar treatment by sultry voiced Dinah Shore, and it's so good that if you haven't placed the song by now do it immediately. It's a coin winner. The flip, "I'm So Right Tonight," is not in the same league as the top deck, but it does show Dinah in a change of mood, and should fit as a filler once the big one has run its way to the top.

"The Goofy Gal Of Tegucigalpa"

"Cecilia"

THE THREE SUNS

(RCA-Victor 2307)

● The Three Suns make a big bid for a wider wax audience with this latest platter, and it's very likely they'll reach it. Offering "The Goofy Gal Of Tegucigalpa." Artie Dunn warbles a lyric that's sure to send a player back to the phono for a second listening (you'll probably do the same). Backing up this crackerjack novelty, the combo sails into "Cecilia," with Artie again taking the vocal honors, and the way all hands perform you can peg it one of the best versions cut of the melody. Consider this a platter certainly worthy of a try.

"Tallahassee"

"Natch"

DINAH SHORE & WOODY HERMAN

(Columbia 37389)

● A pair of grand rhythm tunes served up by two top notch performers appears on this hunk of wax, and ops with a call for that type of melody would be wise to take it on. "Tallahassee," of course, is a song in praise of the capitol city of the sunshine state, and Dinah Shore and Woody Herman really carry it out in a great manner, their voices blending well to the lyric and music. The flip "Natch," offers the combo in another rhythm-loaded piece that's deserving of a hearing on its own.

DISK O'THE WEEK

"I Wonder Who's Kissing Her Now"

"That Old Gang Of Mine"

TED WEEMS ORCH.

(Decca 25078)

TED WEEMS

● It's an oldie that garners the featured spot this week, and one which should add up to plenty of coinange at that. From the forthcoming flicker of the same name, the old Ted Weems ork offer "I Wonder Who's Kissing Her Now." Featuring Ted and the gang, and a much younger Perry Como, the platter stacks up neatly, as the crooner wails the oh so familiar lyrics. Perry's many fans are bound to go for this, as will the ever increasing Weems flock. Ops can expect a host of requests once the pic makes the local rounds. Backing with more oldie material is a repeat of the top deck, with "That Old Gang Of Mine." Ops who have spots that go for this brand should, without a doubt go for this side. Peg the pair for plenty of coin play, with the emphasis on " I Wonder Who's Kissing Her Now."

"An Apple Blossom Wedding"

"Blue Tail Fly"

EDDY HOWARD ORCHESTRA

(Majestic 1156)

● One of the sweeter musical tidbits to be heard around is coming your way via Eddy Howard's cutting of "An Apple Blossom Wedding." A natural item for spots where hand-holders gather, Eddie and the Trio warble it in a style that adds plenty of appeal, strengthening a tune that's actually only as good as the manner in which it's done. It smacks heavily of the musical style of years and years ago, and, considering that that's what the public is buying these days, give it a try. Supporting the top deck is the outstanding "Blue Tail Fly," a tune well known to anybody familiar with American folk music. To it Eddy and the boys add a really fine arrangement, and it all comes up an item heavy with "sleeper" possibilities.

"Hugo And Igo"

"The Story Of Sorrento"

XAVIER CUGAT and ORCHESTRA with BUDDY CLARK

(Columbia 37387)

● Music in the Latin manner is what Xavier Cugat's famed for, but on this platter he offers more: more in the person of Buddy Clark, who's featured on the vocal on both decks of this cookie. "Hugo and Igo," a novelty-type melody, is probably the more appealing of the pair, and it should get some quick and ready action once it gets around. The flip, "The Story Of Sorrento," is based on the old Neapolitan love song that's pretty much familiar to the nation's music listeners. With Buddy doing a very pleasant interpretation, ops can expect pleasant reaction to the side wherever hand holders gather.

"Tango Of The Roses"

"Jan's Boogie"

JAN AUGUST

(Diamond 2078)

● Jan Augst, the man who made the country sit up and listen to his piano and his well remembered interpretation of "Misirlou," steps to the wax limelight again with this latest disk. "Offering "Tango Of The Roses", a Latin standard, August tickles the keys ably enough to peg it a must for any spot where his past efforts clicked for the clink of heavy coin, It's that good. The flip, "Jan's Boogie," offers the maestro in a change of pace as he delivers one of the better commercial examples of woogie beat this reviewer has heard in many a week. On both sides he's capably assisted by the Rhythm Stylists. Snatch this platter if great piano draws along your route.

"Rhapsody From Hungary"

"Two O'Clock Boogie"

PHILHARMONICA TRIO

(Capitol 431)

● What with the big interest of late in the harmonica, here's a platter that can be counted among the few good ones of the host that followed the famed Harmonicats' disking of "Peg O' My Heart." The combo on this one is the Philharmonica Trio, and they sound great. Taking their melody ride with "Rhapsody From Hungary," taken, in turn, from a well-known classic of like name, the boys exhibit a great technique that's loaded with phono appeal; and, to top themselves, the flip, "Two O'Clock Boogie" is even better, with the boys providing plenty of demonstration that the harmonica can do some really great tricks if handled by the right people. The Philharmonica Trio is made up of the right people.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

THE CASH BOX Record Reviews

"Tomorrow"
"Something For Nothing"
HARRY JAMES ORCH.
(Columbia 37388)

● For some rich rhythm styling spinning bright with strong lyrical expression, the Harry James crew come up with "Tomorrow," a platter decked out with all trimmings for your machine. Featuring Tiny Timbree in the tonsil department, the waxing gets a solid sendoff by the piper. Vocal refrain in nasal tones echo the title with a gal as the tag line for the wordage count. Lots of brass by maestro Harry flavor the side and give the needling lots of moxie. The flipover offers lots of cute lyrics with chirp Pat Flaherty hogging the lime on this novelty bit titled "Something For Nothing." Ditty spins in gay gait with Pat utilizing her pipes to pleasing advantage, while Harry and the boys render effective background music. Both sides are in the James pattern which finds favor with so many.

"Walkin' My Baby Back Home"
"Heartbreakin' "
PAGE CAVANAUGH TRIO
(Victor 20-2246)

● That perennial novelty favorite, "Walkin' My Baby Back Home," receives particularly delightful treatment by the Page Cavanaugh Trio, as the group lend their persuasive vocalizing talents to the easy, flowing melody demonstrating winning harmony work to perfection. The combo handle the oldie with rich, light tones, as they run through the waxing in vibrant fashion that spells coin play. Spicing the side immensely is a bit of beautiful rhythm work which stacks up high. On the flip with a ditty spinning in slower tempo, the trio offer "Heartbreakin' " in nostalgic tones full of lilting melody, while their chopped vocal show something new in the ballad field. A few more platters along the lines of this pair indicate continued success for the group, and the way they display their talents here add up to just that conclusion.

"Don't Tell Me"
"What Are You Doing New Year's Eve?"
MARGARET WHITING
(Capitol 427)

● From the the forthcoming flicker "The Hucksters" comes this enchanting melody titled "Don't Tell Me" with songstress Margaret Whiting displaying her well known talents in fine arrangement to burst through with another song which definitely has hit possibilities. With the needling spinning in slow metro, Meg chirps the wordage aimed at the moon-in-June crowd in dulcet tones, while the incidental music provided by the Frank DeVol ork fill the air with sweet strains. On the backing with a tuneful ballad titled "What Are You Doing New Year's Eve?", the chanteuse renders her vocalizing efforts in resplendent fashion to come up with another attraction that looks like a coin culler. Both sides are bound to win favor from the many Whiting fans.

SLEEPER OF THE WEEK

"What Are You Doing New Year's Eve?"
"Naughty Angeline"
ART LUND
(MGM 10046)

ART LUND

● Slated for the big time in a big way is this new tune called "What Are You Doing New Year's Eve?", and it's another triumph for balladeer Art Lund of the still hot and heavy "Mam'selle" success story. Well loaded with possibilities, and aimed at romancers, it should prove a big winner in just about any type of location. With Art's smooth baritone leading the way and Johnny Thompson's violin heavy ork behind the crooner, the platter spins bright for dancers and listeners alike. With the rapidly growing flock of Lund fans in the offing, this side is one that's pointed right at every op. Flipped, Art does "Naughty Angeline"; and although not in the same class as the top deck this rhythm ditty should win favor as a filler in your machine. Lots of beat and the wonderful accompaniment of the Thompson crew once again round out the side.

"Come To The Mardi Gras"
"Oh My Achin' Heart"
VIC LOMBARDO
(Majestic 7243)

● First waxing by this latest addition to the Majestic label turns up as effective music for the Vic Lombardo crew as he offers the tuneful piece "Come To The Mardi Gras". Pegged here several weeks ago by another ork, this rendition adds to the splendid styling, and should catch coin in spots where the emphasis is on sweet. Featuring a vocal combo on the side who render the fast moving lyrics in light, flippant tones, and coupling the smooth, pleasant strains of the band, the waxing stands well. On the flip with a romantic ballad, crooner Mark Carter steps to the podium to render "Oh My Achin' Heart", a ditty currently enjoying success in so many phonos. Vocal effort is effectively handled and should win praise from the Lombardo fans.

"As Years Go By"
"Like A Melody Played In Blue"
DERRY FALLIGANT
(Enterprise 273)

● Plug tune of the month out Ohio way shapes up mellow as balladeer Derry Falligant renders the symphonic "As Years Go By". Weaving his ballad around the title, and throwing in a bit of tears into the lyrics, Derry's rendition stacks up high from these orbs. Ditty spins in the slow mood, with a background of violins streaming behind the piper. Aimed at those spots where romancers love to gather, ops should find a barrel full of coin play with this one.

"My Baby Didn't Even Say Goodbye"
"Coast To Coast"
ERSKINE HAWKINS ORCH.
(Victor 20-2292)

● Thrush Laura Washington couples with the Erskine Hawkins orchestra to offer ops this haunting piece of drifting melody, done up with a low blue theme and aimed at those many race spots just waiting for coin play. Titled "My Baby Didn't Even Say Goodbye", Laura chants the lyrics in pleasing manner to score with this piece. Trilling smoothly all thru, the quiver in the chirp's voice makes for mellow listening time. On the other deck with an all instrumental bit titled "Coast To Coast", the Hawkins group show their wares in the manner which had made them tops in their field. Waxing is bright all through and spins in medium fast tempo with lots of riffs by the band coming in breaks to round out the side. Both sides should attract phono play in race spots.

"Once In A While"
"Just Plain Love"
AL RUSSELL TRIO
(DeLuxe 1081)

● Platter bright and spinning light in the mellow refrain of the Al Russell Trio turns up here as one which definitely has possibilities of going well in the somber spots. The oldie, "Once In A While" offered by the combo with Doc Gasso exercising his tonsils in fine style shows up mellow in every respect to rate this waxing high. Rhythm accompaniment fills the bill all the way, with a wonderful spot guitar solo pacing the side. Doc's vocal effort is one to be heard as he warbles pretty all thru. On the backing with more slow melody styled in the same manner as the topside tune, Doc once again grabs the limelight to come forth with a side which ops can us to good advantage as filler material. Titled "Just Plain Love", with the trio backing the vocal in resplendent fashion, the side rates a spot in your machine.

"Bloop Bleep"
"Cumana"
ALVINO REY ORCH.
(Capitol 428)

● Novelty tune in the Alvino Rey vernacular spins effectively for the maestro as he showers ops with the fast rising "Bloop Bleep". Featuring Rocky Coluccio in the vocal department. the tuneful piece is rendered in favorable manner which may make for phono play in those many spots that go for this brand. Weaving his tale around the dripping of a water faucet, Rocky's throaty vocal is flavored greatly by the background music of the maestro. On the backside with a Latin bit, folks that go in for some wonderful guitar time, are in for a session of just that as Alvino does "Cumana". Beat in the fast vein is mellow enough, and the crowd that steps to this rumba rhythm is bound to go for this waxing.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

FOR THE WEEK OF JUNE 30, 1947

New York

1. PEG O' MY HEART (The Harmonicats)
2. YOU WERE SWEET SIXTEEN (Perry Como)
3. CHI BABA CHI BABA (Perry Como)
4. ASK ANYONE WHO KNOWS (The Ink Spots)
5. I WONDER, I WONDER, I WONDER (Eddy Howard)
6. TALLAHASSEE (Bing Crosby)
7. DREAMS ARE A DIME A DOZEN (Vaughn Monroe)
8. MAM'SELLE (Art Lund)
9. JE VOUS AIME (Dick Haymes)
10. I BELIEVE (Frank Sinatra)

Ft. Wayne, Ind.

1. PEG O' MY HEART (The Harmonicas)
2. THAT'S MY DESIRE (Sammy Kaye)
3. CHI BABA CHI BABA (Perry Como)
4. RED SILK STOCKINGS (Sammy Kaye)
5. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
6. I WONDER, I WONDER, (Guy Lombardo)
7. THE PREACHER & THE BEAR (Phil Harris)
8. HEARTACHES (Ted Weems)
9. APRIL SHOWERS (Guy Lombardo)
10. I BELIEVE (Artie Shaw)

Danbury, Conn.

1. PEG O' MY HEART (The Harmonicats)
2. MAM'SELLE (Art Lund)
3. CHI BABA CHI BABA (Perry Como)
4. MY ADOBE HACIENDA (Eddy Howard)
5. ACROSS THE ALLEY FROM THE ALAMO (The Three Suns)
6. THAT'S MY DESIRE (Frankie Laine)
7. I WONDER, I WONDER, I WONDER (Eddy Howard)
8. RED SILK STOCKINGS (Ray McKinley)
9. JACK, JACK, JACK (Jack Smith)
10. HEARTACHES (Ted Weems)

Peoria, Ill.

1. MAM'SELLE (Art Lund)
2. PEG O' MY HEART (The Harmonicats)
3. I WONDER, I WONDER, I WONDER (Guy Lombardo)
4. I BELIEVE (Frank Sinatra)
5. CHI BABA CHI BABA (Perry Como)
6. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
7. ALEXANDER'S RAGTIME BAND (Crosby-Jolson)
8. TEARDROPS IN MY HEART (Sons Of The Pioneers)
9. IT'S A SIN (Eddy Arnold)
10. TALLAHASSEE (Bing Crosby)

Chicago

1. MAM'SELLE (Art Lund)
2. PEG O' MY HEART (The Harmonicats)
3. I WONDER, I WONDER, I WONDER (Eddy Howard)
4. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
5. THAT'S MY DESIRE (Frankie Laine)
6. LINDA (Buddy Clark-Ray Noble)
7. MY ADOBE HACIENDA (Eddy Howard)
8. CHI BABA CHI BABA (Perry Como)
9. HEARTACHES (Ted Weems)
10. RED SILK STOCKINGS (Sammy Kaye)

Philadelphia, Pa.

1. CHI BABA CHI BABA (Perry Como)
2. I NEVER KNEW (Sam Donahue)
3. MAM'SELLE (Dick Haymes)
4. I WONDER, I WONDER, I WONDER (Eddy Howard)
5. PEG O' MY HEART (Ted Weems)
6. THAT'S MY DESIRE (Martha Tilton)
7. HEARTACHES (Ted Weems)
8. I BELIEVE (Frank Sinatra)
9. STELLA BY STARLIGHT (Harry James)
10. ROCKING HORSE COWBOY (Frankie Carle)

Rochester, N. Y.

1. MAM'SELLE (Art Lund)
2. I WONDER, I WONDER, I WONDER (Guy Lombardo)
3. PEG O' MY HEART (The Harmonicats)
4. LINDA (Buddy Clark-Ray Noble)
5. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
6. HEARTACHES (Ted Weems)
7. THAT'S MY DESIRE (Frankie Laine)
8. MY ADOBE HACIENDA (Eddy Howard)
9. CHI BABA CHI BABA (Louis Prima)
10. ANNIVERSARY SONG (Guy Lombardo)

Tulsa, Okla.

1. HEARTACHES (Ted Weems)
2. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
3. LINDA (Charlie Spivak)
4. GET UP THOSE STAIRS MADEMOISELLE (Tony Pastor)
5. SMOKE DREAMS (Jo Stafford)
6. GUILTY (Ella Fitzgerald)
7. THAT'S MY DESIRE (Sammy Kaye)
8. MAM'SELLE (Frank Sinatra)
9. ANNIVERSARY SONG (Tex Beneke)
10. PEG O' MY HEART (The Harmonicats)

Los Angeles

1. TIM TAYSHUN (Red Ingle)
2. PEG O' MY HEART (The Harmonicats)
3. CHI BABA CHI BABA (Perry Como)
4. THAT'S MY DESIRE (Hadda Brooks)
5. I WONDER, I WONDER, I WONDER (Eddy Howard)
6. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
7. MY ADOBE HACIENDA (Eddy Howard)
8. RED SILK STOCKINGS (Sammy Kaye)
9. HEARTACHES (Ted Weems)
10. APRIL SHOWERS (Guy Lombardo)

St. Louis, Mo.

1. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
2. LINDA (Buddy Clark-Ray Noble)
3. I WONDER, I WONDER, I WONDER (Eddy Howard)
4. MAM'SELLE (Dick Haymes)
5. PEG O' MY HEART (Ted Weems)
6. MY ADOBE HACIENDA (Eddy Howard)
7. HEARTACHES (Ted Weems)
8. ALEXANDER'S RAGTIME BAND (Crosby and Jolson)
9. MOONLIGHT & ROSES (Vaughn Monroe)
10. I BELIEVE (Frank Sinatra)

Milwaukee, Wisc.

1. I WONDER, I WONDER, I WONDER (Tony Pastor)
2. MAM'SELLE (Art Lund)
3. PEG O' MY HEART (The Harmonicats)
4. RED SILK STOCKINGS (Ray McKinley)
5. LINDA (Buddy Clark-Ray Noble)
6. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
7. CHI BABA CHI BABA (Perry Como)
8. THAT'S MY DESIRE Martha Tilton)
9. WOODCHOPPERS' BALL (Woody Herman)
10. I BELIEVE (Frank Sinatra)

Atlantic City, N. J.

1. MAM'SELLE (Dick Haymes)
2. VIOLETS (Ted Weems)
3. I NEVER KNEW (Sam Donahue)
4. CHI BABA CHI BABA (Perry Como)
5. I WONDER, I WONDER, I WONDER (Eddy Howard)
6. PEG O' MY HEART (Ted Weems)
7. TIM TAYSHUN (Red Ingle)
8. THAT'S MY DESIRE (Frankie Laine)
9. ONE O'CLOCK BOOGIE (Count Basie)
10. HEARTACHES (Ted Weems)

BYRDE'S EYEVIEW 'ROUND THE WAX CIRCLE

by Byrde Gore

* * *

Up at Apollo Records the folks are waxing enthusiastic about three of their artists, each of whom is giving big indications ,of big record sales. The lads, Cat Anderson noted trumpeter who cut "Swingin' The Cat," Arnet Cobb, wild tenor saxophonist, who digs "Top Flight," and Tony Bari, silver-voiced singer of international songs. Of the trio, Cat and Arnet are being skedded for Harlem ops, who are reported going all out for the boys, while Bari's latest releases, offering four Italian language sides ("Mama," "Chen A Luna," "Return To Sorrento," and "Tango Of The Roses") are being worn white in New York's "Little Italy" phono stops, according to local music merchants.

* * *

Now that Louis Prima has left Majestic Records his reps are hearing offers from a number of other major and lesser labels. Rumor has it that he'll sign with RCA Victor, tho his manager, Max Schall, won't talk until Eli Oberstein returns from vacation early this week . . . By the way, we wish Louis would cut "My Irish Wife." Sounds like a natural for him . . . Expect to hear of Harry Bank's return to the wax circle very soon . . . Sonora Records getting a big ride in local phonos with "When Your Old Wedding Ring Was New," as done by their Fred Meadows, The Singing Waiter; ditto for their Roberta Lee's "My Man."

* * *

Over at Decca Hq. all the boys and girls are predicting their soon to be released platter featuring the combo of Bing Crosby, Dick Haymes and the Andrews Sisters will be one of the biggest sellers of all time. The disk offers "There's No Business Like Show Business" and "Anything You Can Do I Can Do Better" . . . Aonther Decca release to wath is "Bloop Bleep," Danny Kaye's first for that label . . . James W. Murray, vice president in charge of RCA Victor's record division, reports that the label is going all out to maintain its leadership in platter quality, a factor he considers most important to economy-minded music ops.

* * *

Over at Capitol Records everybody's happy about "Tim-Tayshun," one of the weirdest hillbillys ever heard. Featuring Red Ingle and the Natural Seven, the platter stars Cinderella G. Stump, otherwise known as Jo Stafford. Riding high on many phonos thruout the country, the disk has all the appearances of a smash hit. If you haven't done so by now, go out and get your quota . . . Going like mad in New York City's Harlem is "When I Write My Song," as done by Herb Jeffries for Exclusive Records. Now that Herb has cut another click we urge their distribs to go to work on "I Left My Heart in Mississippi," a platter Herb cut more than a year ago, and a tune we still think has lots of possibilities. That is, if the distribs have any copies of it around.

* * *

One of the powerful platteries in the biz is looking forward to hearing Jackie Cain's first disk under the Aristocrat Records label. A talent chief with the major firm has been describing her as a potential paleface Billie Holliday. Looks like Aristocrat really has something in that gal. They've also go a grand little novelty in "Get On The Ball, Paul."

MORE JACK-POT HITS!

CAP. 412

RED INGLE

AND THE

NATURAL SEVEN

The Screwiest Coin-Catcher To Hit The Jukes

. . . and Getting Bigger Every Day!

"TIM-TAYSHUN"

("TEMPTATION")

A new high in looniness . . . fresh from the hills. Starring Cinderella G. Stump, played by Jo Stafford. Surprise of the year!

Flipover:

'(I LOVE YOU) FOR SEVENTY MENTAL REASONS'

('(I Love You) For Sentimental Reasons)

CAP. 412

Getting Hotter and Hotter . . .

. . . No Butts About It!

"Smoke! Smoke! Smoke!"

TEX WILLIAMS

And His Western Caravan

Flipover:

"ROUNDUP POLKA"

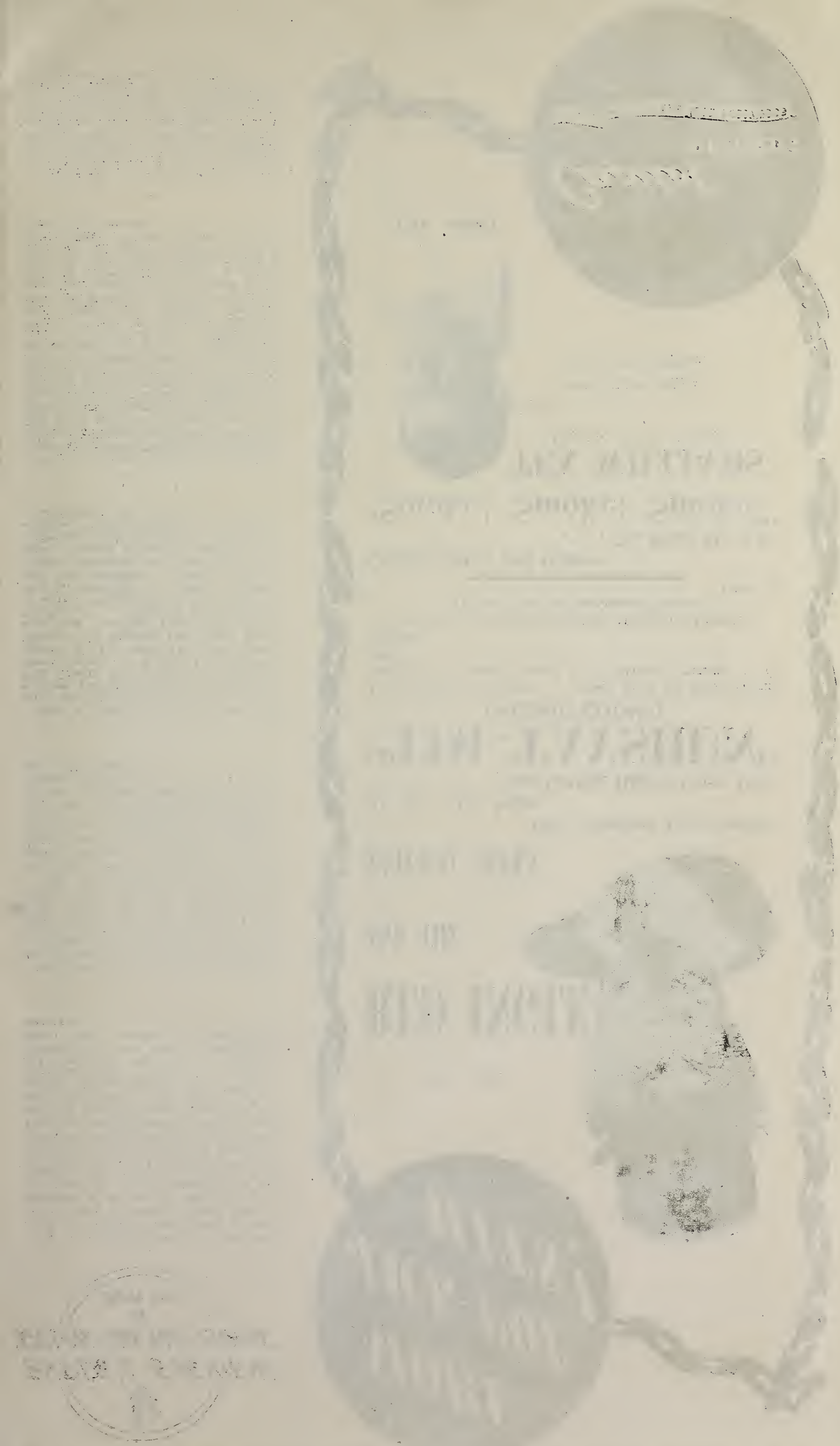
Vocal by Tex Williams

CAP. 40001

Capitol RECORDS

FIRST WITH THE HITS FROM HOLLYWOOD

Sunset and Vine



Briefs —

Clark Dennis' snagging the booking on the Dinah Shore radio spot, just proves what a hit recording can do. Several months ago Clark did a spot and was turned down as not being commercial. Then Capitol's disk of "Peg O' My Heart" came and the rest is history. Platter is in the best seller brackets . . . Rytvoc pubbery's "Ay Ay Ay" to be featured in the forthcoming pic "Gay Ranchero", starring Roy Rogers and Tito Guizar . . . Riley Shepard formerly hillbilly director for Majestic Records cut two sides for Signature this past week . . Art Lund leaves for the West Coast following his Roxy Theatre date, to open at the Oriental Theatre, Chicago.

* * *

Talk around town has the major league baseball clubs getting behind Aristocrat's latest clickeroo "Get On The Ball Paul" featuring Sherman Hayes ork. Shield Music pubs out Windy City way peg the tune as their number one plug . . . . The latest issue of the State Department's Russian-language magazine, Amerika, carries a story on the American record industry. Prominently featured are three color photos taken at Columbia Records' Bridgeport, Conn. factory . . . There is a possibility that Stan Kenton will reorganize his orchestra late in August, altho folks close to the maestro believe it will be October before the ork gets together again. Kenton is currently in Hollywood recuperating from his illness which forced him to abandon work for the summer.

* * *

Apollo Diskery almost set with Latin orkster Ralph Font who was let out at the recent Majestic shakeup . . . Enterprise Records all het up about their "As Years Go By" being picked by the Cleveland Phono Ops as the Hit Tune for July . . . Signature's Hugh Martin sliced four this past week . . . "Sunrise Serenade" to be revived by the Miller-Beneke crew, Three Suns, Frankie Carle and Glen Gray. A great tribute to the memory of a great musician . . . Shapiro Bernstein's "And Mimi" set for September release . . . More oldies headed ops way is a Les Brown special featuring seven memories and a new waxing . . . Rumored that Harry James is headed for a platter show with the CBS system . . . Velvet Fog Mel Torme reported being held over at New York's Copacabana . . . Musicraft Records set cut Torme and Sarah Vaughn this coming week with prexy Jack Myerson working like mad to get their Ossining, N. Y. plant in top shape . . . Sam Donahue's "I Never Knew," which has skyrocketed his musical stock, already over the 300,000 mark in sales in six weeks on the market—we told you so!

* * *

Continental Records, New York, named Anthony Dillon general sales manager this past week in line with the firm's expansion policy . . . Billy Eckstein's first for MGM reported a clickeroo and gaining ground in New York's Harlem . . . New York ops owe Gloria Friedman and Johnny Halonka a great big bouquet for their discovering "When I Write My Song" . . . Ditto orchids fo rthe Verce's contribution to the Damon Runyon Cancer Fund . . . and last but not least—the thanks of the entire Cash Box staff to the entire music biz, coin machine industry and music ops from Maine to Florida, for those wonderful well-wishes on our Fifth Anniversary.

From THE CASH BOX Record Reviews

Week of June 16, 1947

...ten-

...ou"

...kade of ...go for ...Rhythm ...the wax ...f phono ...bo wail ...g green ...is with ...ke and ...ith his ...im. It's ...group's ...lyrical ...die by ...Aw- ...ree- ...trill ...'ll

"I Had A Wonderful Time In Columbus"

"Let's Get Married"

JACK LATHROP & THE BUCKEYES

(Ohio 001)

● Plug tune currently riding on a wave of hep publicity, steps out here to score in a big way for Jack Lathrop and The Buckeyes as they do "I Had A Wonderful Time In Columbus". That's just what you'll have with this hunk of wax—a wonderful time. The group wail their tale about that wonderful town in fast time, as the lyrical phrasing of the ditty grabs top honors for the side. Jack's vocal effort makes for neat listening; as the straw sipping crowd will attest once they hear this piece. On the flip with a number that has kicked around a bit "Let's Get Married" showing vocal lass Betty Donovan in the lime cooks up well enough,, and may be used as good filler material. Topside tune for the money—get next to it!

● St... so m... many... here a... the ligh... tions. D... in pleasa... love to... back... the ... with... side w... success... "Peg G... we ca... ally e... coin a... for th... next...

OHIO RECORDS

Mfg. by Cecille Music Co., Inc., 1674 Broadway, N. Y.

Storming the Country!
NOT THE COPY CATS, BUT
JERRY MURAD'S HARMONICATS
1A Peg o' My Heart
1B fantasy impromptu
IN THEIR UNIQUE INIMITABLE STYLE.
2A malaguena
2B harmonica boogie
VITAcoustic Records
"LIVING SOUND"
GENERAL OFFICES & STUDIOS
42ND floor • 20 N. Wacker drive • Chicago 6, Ill.
CHICAGO • NEW YORK • HOLLYWOOD

OHIO

LATEST RELEASES FROM RCA VICTOR!

FREDDY MARTIN!

Vocals by Stuart Wade and Ensemble
Come to the Mardi Gras
(Não Tenho Lagrimos)
AND
Lolita Lopez
(The Belle of El Salvodar)
RCA Victor 20-2288

VAUGHN MONROE!

Vocals by Voughn and The Maan Maids
Tallahassee
From Poromount's "Voriety Girl"
AND
I Wish I Didn't Love You So
From Paromaunt's "Perils of Pouline"
RCA Victar 20-2294

CHARLIE SPIVAK!

Tomorrow
Rusty Nichols on the vacal
AND
There's That Lonely Feeling Again
Sung by Tommy Mercer
RCA Victar 20-2287

TONY MARTIN!

with Victor Young, his Orchestra and Chorus
Too Marvelous for Words
AND
Ain'tcha Ever Comin' Back?
RCA Victar 20-2293

ERSKINE HAWKINS!

ond his Orchestra
My Baby Didn't Even Say Goodbye
Louro Woshington takes the lyrics
AND
Coast to Coast
RCA Victar 20-2292

BILL JOHNSON!

and his Musicol Notes
That Night We Said Goodbye
Vacal by Gus Gordan ond Quortet
AND
Sharkies' Boogie
RCA Victor 20-2298

★ **RAY KINNEY**
ond his Coral Islanders
Vocals by Ray and Chorus
To You Sweetheart Aloha
AND
Hawaiian Hospitality
RCA Victor 25-1082

"Song of the Islands and Other Hawaiian Favorites"
Ray Kinney and his Coral Islanders with vocals by Ray and The Mullen Sisters
(RCA Victor Smart Set Album P-176, $3.15)

Song of the Islands *AND* **Lovely Hula Hands**
RCA Victor 20-2192

Sweet Leilani *AND* **Little Brown Gal**
RCA Victor 20-2193

My Isle of Golden Dreams *AND* **Hawaiian Paradise**
RCA Victor 20-2194

Blue Hawaii *AND* **Aloha Oe**
RCA Victor 20-2195

★ **DESI ARNAZ**
and his Orchestra. Featuring Desi's vocals and Rene Touzet at the piano.
Tabu *AND* **La Cumparsita**
RCA Victor 20-2279

Babalu' *AND* **Brazil**
RCA Victor 20-2280

Tico Tico *AND* **Peanut Vendor**
RCA Victor 20-2281

Siboney *AND* **Green Eyes**
RCA Victor 20-2282

★ **THE DARDANELLE TRIO**
vocal by Dardanelle
As Long As You Think of Me *AND* **You Gotta Crawl Before You Walk**
RCA Victor 20-2254

★ **WAYNE KING** and his Orchestra
Je Vous Aime
(from the picture "Copacabana")
vocal by Billy Leach
AND
The Church in the Valley
(Sung by Nancy Evans)
RCA Victor 20-2289

★ **LARRY GREEN**
and his Orchestra. 2 hits from the musical "Brigadoon" featuring Gil Phelan and Lee Rand.
The Heather on the Hill
AND
Almost Like Being in Love
RCA Victor 20-2250

★ **SPADE COOLEY**
(King of Western Swing) and his Band
Red Hair and Green Eyes
AND
Boggs Boogie
RCA Victor 20-2295

★ **THE BLUE SKY BOYS**
(Bill and Earl Bolick)
Kentucky
AND
I'm Going to Write to Heaven
(For I Know My Daddy's There)
RCA Victor 20-2296

★ **JOHNNY TYLER**
and The Riders of the Rio Grande
Oakie Boogie *AND* **Texas Red**
RCA Victor 20-2290

★ **HARMONEERS QUARTET**
There Is a Change
AND
The Sweetest Song I Know
RCA Victor 20-2291

★ **THE ARISTO-KATS**
The Spider and the Fly
AND
(I Need Ya') **Like I Need a Hole in the Head**
RCA Victor 20-2299

★ **OLGA COELHO**
and her guitar in exotic interpretations of Latin-American Folk Songs
Meu Limao, Meu Limoeiro
Brazilian Coco
(My Little Lemon Tree)
AND
Casinha Pequenina
Brazilian Cancao
(The Little Cottage)
RCA Victor 26-9018

Coplas — Argentine Song
(Couplets)
AND **La Mulita**
(The Little Mule)
RCA Victor 26-9019

Ay, Ay, Ay
(Chilean Love Song)
AND
El Manicero — Rumba
(The Peanut Vendor)
RCA Victor 26-9020

★ **GRETA KELLER**
with RCA Victor Continental Orchestra
Liebesgeschichten Sind Meistens Nicht Wahr
(Love Stories Are Never True)
AND
Der Wind Hat Mir Ein Lied Erzählt — Tango
(The Wind Told Me a Tale) from the Ufatan film "La Habanera"
RCA Victor 25-4100

★ **STRATOS and STELLAKIS**
with Popular Greek Orchestra
O Serianis — Zeibekiko
(Promenader)
AND
★ **LOANNA GEORGAKOPOULOU and STELLAKIS**
with Popular Greek Orchestra
Den Me Stefanonese — Hasapiko
(Why Don't You Marry Me?)
RCA Victor 26-8034

★ **TRÍO VEGABAJEÑO**
Fernandito-de Jesús-Moduro
No Puedo Encontrarte — Bolero
(I Can't Find You)
AND
En Mi Canoa — Pasillo
(In My Canoe)
RCA Victor 23-0590

★ **ANTONIO MA. ROMEU**
y su Orquesta Gigante
Baila, Criollo — Donzón
(Dance of the Native)
AND
La Mora — Danzón
(The Moorish Girl)
RCA Victor 23-0619

★ **ORLANDO GUERRA**
(Cascarita) y la Orq. Casino de la Ploya
Pancho El Ripiao — Guaracho
(Pancho, the Beggarman)
AND
Un Meneíto Na' Ma' — Guaracha
(Shake a Little Bit Only)
RCA Victor 23-0600

THE STARS WHO MAKE THE HITS ARE ON
RCA VICTOR RECORDS

Philly Ops Score Smash Success At 2nd Hit Tune Party

1,000 Teen Agers Crowd Click Club To Pick Disks

PHILADELPHIA, PA.—Another smashing success was the result of the second "Click Hit Tune Party" sponsored jointly by the Phonograph Operators Association of Eastern Pennsylvania, this city, and Frank Palumbo of the famed Click Club, noted local nitery.

Almost 1,000 teen agers flocked to the Club, scene of the affair, on Saturday morning, June 21, and the party that followed was one the youngsters may be expected to remember for a long time.

The tune selected by the enthusiastic throng was "Peg O' My Heart," and, following the program outlined by the music operators, the song will be placed in the No. 1 spot on all association machines in this territory during the month of July.

To add a bit of Christmas spirit to the occasion, door prizes were awarded, and seventeen lucky youngsters took home fifteen popular record albums and two attractive record cases.

Master of ceremonies for the affair that lasted thru to the early hours of the afternoon was James L. O'Brien, popular association executive, who introduced Joe Grady and Ed Hurst of WPEN and Stu Wayne of KYW, radio disk jockeys who directed the entire show.

As the proceedings were carried out it became evident to all that the youngsters were really having a wonderful time, which included the opportunity to dance in a beautiful supper club without restrictions; in addition, Boyd Raeburn, popular band leader, appeared as a guest star at the party.

Nothing that the "hit tune party" idea appears to be catching on with such tremendous success as was evidenced from its most recent audience, association leaders have disclosed that they are now planning several additional items to include in the arrangements for next month's party, which are expected to make the affair even greater.

Sold A Million

CHICAGO — Accomplishing many a well known artist's dream, the newcomer Harmonicats' Vitacoustic recording of "Peg O' My Heart" has passed the million mark in sales, it was recently announced.

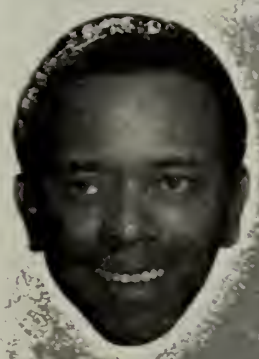
exclusively yours

3 TOP TUNES BY GREAT ARTISTS

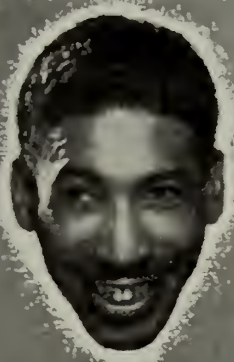
'I Love to Make Love to You'

'Better Watch What You Do'

NO. 243



JOHNNY MOORE'S



3 BLAZERS

'New Orleans Blues'

NO. 240

Exclusive records

RECORDS up on the way

THE FOLLOWING RECORDS ARE REPORTED "ON THE WAY UP" THROUGHOUT THE NATION.

(Listed Alphabetically)

AS LONG AS I'M DREAMING

Harry James Orch.

(Columbia 37323)

Music ops in Rochester, N. Y. peg this ditty for the big time.

CECILIA

Dick Jurgens

(Columbia)

Another oldie pops into the limelight to rise fast throughout the country.

ON THE OLD SPANISH TRAIL

Eddy Howard Orch.

(Majestic 1155)

Picking up speed in the east, with ops reporting the tune gathering acclaim rapidly.

RAGTIME COWBOY JOE

Eddy Howard Orch.

(Majestic 1155)

The flip of "Old Spanish Trail," and ops say the tune is another Howard winner.

TIM TAYSHUN (Temptation)

Red Ingle

(Capitol 412)

Fast rising novelty tune kicking up a storm in the west.

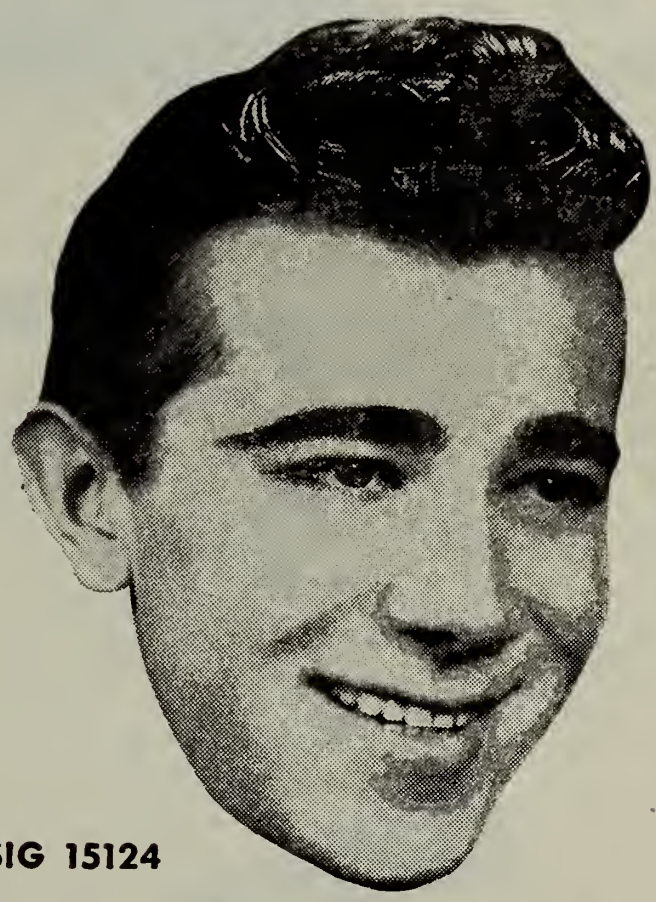
All eyes are on *Gene Norman*

Gene has a large following in Hollywood. His discs spin on the Eastside Show over KFWB from 10 to 12 PM and on his Mild and Mellow stanza over KMPC, 3:30 to 4 PM

A *Signature* FIRST!

ALAN DALE

with the Signifive



SIG 15124

ON THE OLD SPANISH TRAIL

HO-HO-KUS, N. J.

MUSIC BY RAY BLOCH AND HIS SWING SEVEN

Signature records

DISTRIBUTED BY GENERAL ELECTRIC SUPPLY CORPORATION

See your GESCO distributor or write direct to Signature Records, 601 W. 26th St., New York 1, N.Y.

Diskers Prepare For Petrillo Ban

NEW YORK— Highly placed leaders of several well known recording companies this past week took objection to statements made by colleagues to the effect they were "little concerned" over the possible moves of James C. Petrillo, president of the all-powerful American Federation of Musicians, following statements Petrillo had made concerning the December 31 deadline on recordings.

Voted the power to halt musicians from making further recordings and transcriptions after the end of the year, Petrillo at that time also dropped the hint that the AFM might enter the recording biz themselves.

Petrillo's announcement came at a time when the Taft-Hartley bill was in the balance, and experienced observers believed that his action was intended as a weapon against the bill's passage, since its provisions might well put an end to the half-cent royalty per record now being paid to the unemployment fund of the union by the record manufacturers.

With the Taft-Hartley Bill now a federal law, several record industry experts who have had experience with a Petrillo promise have voiced plenty of worry over what "that man" will do come the December 31 deadline.

Petrillo meant what he said, they agree, and it's more than likely that unless steps are taken to insure the music union's gains recording will come to an absolute stop on the date the agreement between the AFM and the recording industry ends.

Concerning Petrillo's statement that the American Federation of Musicians might manufacture records under their own label, the leaders were inclined to view the remark somewhat in the spirit in which it was voiced. Petrillo said he "might." He didn't say he would.

But when they review the possibility that Petrillo would halt the making of records by members of his union, there they see a very tangible threat. He has stopped musicians from recording before.

Actually, they point out, the incomes of only about 500 musician members of the union would be affected if Petrillo issued a "quit work" order on recordings, and the membership of the AFM is many, many times that number.

The effect of such an order would hit the recording industry hard, they agree, tho in its initial phase it would be a boon for the largest firms with tremendous catalogues that go back thru the years, while it might well spell the end to a number of the newer labels with few masters to repress while the edict is in effect.

At any rate, so far as these newer companies are concerned, plans are now in the offing whereby the next few months may well see a tremendous increase in recording activities to build up a reserve of masters against the December 31 deadline.

The Petrillo voice has spoken, and nobody wants to hear its echoes in a shut down factory.

APOLLO RECORDS, INC.

EXECUTIVE OFFICES: 342 MADISON AVE., NEW YORK CITY

NEW YORK • 615 10th Ave., New York 19, N. Y.
CHICAGO • 719 South State Street, Chicago, Ill.
DETROIT • 100-02 E. Atwater St., Detroit 26, Mich.
LOS ANGELES • 2705 W. Pico Blvd., L. A. 6, Cal.
ATLANTA • 367 Edgewood Ave., S.E., Atlanta, Ga.
WASHINGTON • 730 Ninth St., Washington, D. C.
NEW ORLEANS • 418 Gravier St., New Orl'ns, La.
PHILADELPHIA • 1639-41 Vine St., Philo. 5, Pa.

TEXAS, OKLAHOMA, ARKANSAS
Distributor: Blue Bonnet Music Co., 3235 Ross Avenue, Dallas, Texas

WRITE FOR COMPLETE CATALOG

Fromkes To Fight Haynes-Miller Suit

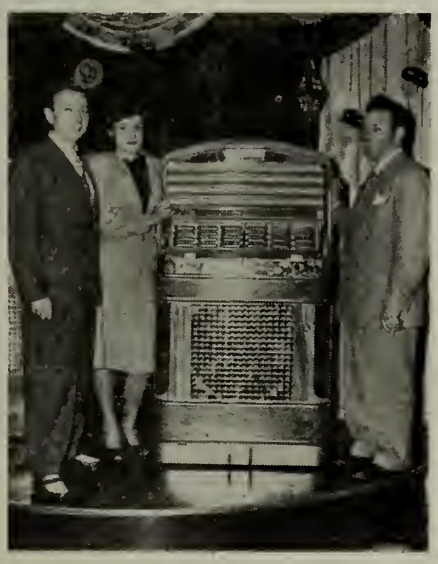
NEW YORK — Countering a statement relased by Don Haynes, manager of the Tex Beneke-Glen Miller band regarding the impending action in U. S. District Court for an injunction, accounting of profits and damages against Rainbow Records for the alleged misuse of the "Glenn Miller Album," Harry Fromkes, president of Rainbow declared late this past week that "Rainbow will fight the suit and if necessary take it to the highest courts."

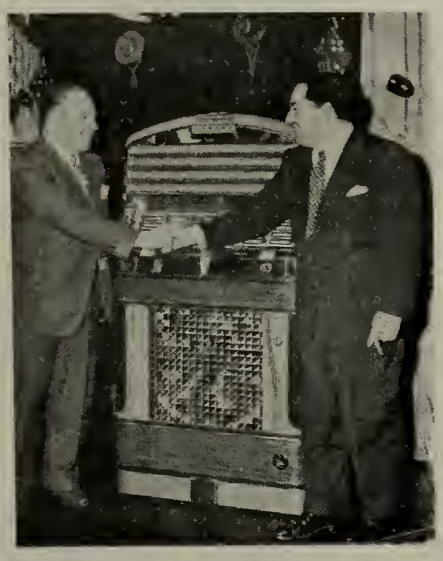
Haynes' action alleges that Rainbow's issuance of the eight-sided album is "unfair competition," in that the album prominently displays a picture of the late Glenn Miller and that record buyers asking for Glenn Miller disks are supposedly being sold Rainbow's "Tribute To Glenn Miller" album.

In a statement released late this past week by Fromkes, he said that "if the album itself were of inferior quality and injurious to the late maestro's reputation the public would not buy it."

"A flyer inserted in the album plainly states how and why Ralph Flanagan came about the idea to cut the Miller album," Fromkes added. "It is plainly stated that Flanagan never was connected with the Miller band; therefore we see no reason for Haynes' statement to the effect that we are misleading the public," Fromkes concluded.

Platter Stars Guest Aireon Show In N.Y.





NEW YORK — Recent showing of the Aireon "Fiesta" phonograph brought out a bevy of recording artists to the Manhattan Phonograph Co., this city. Pictured above (left to right) Capitol Records artist Clark Dennis, Bernice Allen and Tony "Rex" DiRenzo. Below—Ben Palastrant, eastern district regional manager for Aireon and MGM artist Blue Barron.

BMI Pin-up Sheet

Popular Hit Tunes

JULY
(On Records)

COME TO THE MARDI GRAS (Peer)
Xavier Cugat—Col. 37556 • Freddy Martin—Vic. 20-2288
Victor Lombardo—Maj. 7243 • Fernando Alvares—Sig. 15145
Andrews Sisters—Dec.* • Dinning Sisters—Cap.*

ILLUSION (Pemora)
Hal Winters-Jose Morand—Apollo 1034 • Don Jose—Gotham 3003
Xavier Cugat—Col. 37319 • Bobby Doyle—Sig. 15079
John Paris—Vic. 26-9021

IT TAKES TIME (London)
Benny Goodman—Cap. 376 • Louis Armstrong—Vic. 20-2228
Doris Day—Col. 37324 • Guy Lombardo—Dec. 23865

I WONDER WHO'S KISSING HER NOW (Marks)
Perry Como—Vic. 20-2315 • Ted Weems-Ferry Como—Dec. 25078
Ray Noble—Col. 37544 • Dinning Sisters—Cap. 433
Four Vagabonds—Apollo 1055 • Jerry Cooper—Diamond 2082
Bobby Doyle—Sig. 15057 • D'Artega-Hal Horton—Sonora 2012
Foy Willing—Maj. 6013 • Jack McLean—Coast 8002
Joseph Littau—Pilotone 5132 • Marshall Young—Rainbow 10002
Ben Yost Singers—Sonora 1084 • Wayne King—Vic.*
Jean Sablon—Vic.*

LOLITA LOPEZ (Encore)
Freddy Martin—Vic. 20-2288 • Dinning Sisters—Cap.*

MY ADOBE HACIENDA (Peer)
Billy Williams—Vic. 20-2150 • Jack McLean—Coast 8001
Coffman Sisters—Ent. 147 • Esquire Trio—Rhapsody 102
Hammondairs—Mars 1037 • Eddy Howard—Maj. 1117
Bobby True Trio—Merc. 3057 • Russ Morgan-Kenny Baker—Dec. 23846
Louise Massey—Col. 37332 • Dinning Sisters—Cap. 389
Art Kassel—Vogue 785 • Billy Hughes—King 609

MY PRETTY GIRL (Republic)
Spike Jones—Vic. 20-2023 • Cliffie Stone—Cap. 378
Lawrence Welk—Dec. 23878 • Ted Straeter—Sonora 2022
Dick Jurgens—Col. 37398

THAT'S HOW MUCH I LOVE YOU (Vogue)
Bing Crosby—Dec. 23840 • Frank Sinatra—Col. 37231
Louis Prima—Maj. 2107 • Eddy Arnold—Vic. 20-1948
Alvino Rey—Cap. 363 • Wally Fowler—Merc. 6031
Fred Kirby—Sonora 7023 • Red Foley—Dec. 46028

THERE'S THAT LONELY FEELING AGAIN (Mellin)
Connee Boswell—Apollo 1064 • Hal McIntyre—MGM 10032
Freddy Stewart—Cap. 426 • Charlie Spivak—Vic. 20-2287
Louis Prima—Maj. 1145

*Soon to be released

Coming Up

AIN'T NO HURRY, BABY (Stuart)
EV'RYBODY AND HIS BROTHER (BMI)
GET UP THOSE STAIRS, MADEMOISELLE (Duchess)
GOT A RING AROUND ROSIE'S FINGER (Dawn)
HONEYMOON (Dawn)
IT'S SO NICE TO BE NICE (Tune-House)
JUST AN OLD LOVE OF MINE (Campbell-Porgie)
MY LOVE FOR YOU (Encore)
STORY OF SORRENTO (Pemora)
THIS IS THE INSIDE STORY (Stevens)
WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

HOT in Harlem

The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

1 WHEN I WRITE MY SONG
Herb Jeffries
(Exclusive 16x)
Sensation of Harlem and gathering acclaim.

2 PEG O' MY HEART
The Harmonicats
(Vitacoustic 1)
In fifth place last week—into the number two slot now.

3 WALKIN'
Joe Liggins
(Exclusive 242)
Still maintains its hold on third place.

4 OLD MAID BOOGIE
Eddie Vinson
(Mercury 8028)
Appearing in this column for its sixth consecutive week.

5 JACK YOU'RE DEAD!
Louis Jordan
(Decca 23901)
A fairly new tune with ops reporting the ditty a winner.

6 THEM THERE EYES
Roy Milton
(Miltone 201)
Enters its ninth week in this column and a hot coin culler it is.

7 IT SHOULDN'T HAPPEN TO A DREAM
Al Hibbler with Duke Ellington Orch.
(Musicraft 484)
Bounces right back with ops reporting the tune here for a long stay.

8 KIDNEY STEW
Eddie Vinson
(Mercury 8028)
More Mercury winners, the flip of "Old Maid Boogie."

9 DON'T YOU THINK I OUGHTA KNOW
Bill Johnson Orch.
(Victor 20-2225)
In sixth place last week, drops down to nine; nevertheless reported holding its own.

10 THIS IS THE INSIDE STORY
Billy Eckstine
(MGM 10043)
A brand new tune just egging for coin say a host of Harlem ops!

COUNT BASIE

Just Released!

The Count's famous original version of

i ain't mad at you

(YOU AIN'T MAD AT ME)

Backed with the sensational new novelty

THE Jungle King

(YOU AIN'T A DOGGONE THING)

RCA Victor 20-2314

RCA VICTOR RECORDS

COAST

Decca Issues 50c Platter Aimed At Phono Operators

NEW YORK — The addition of a new Blue Label 50c line to the Decca Records catalog was announced to the trade this past week in a statement from Harry C. Kruse vice president in charge of sales of the plattery.

The new line does not represent a cut in price of the popular Black Label series, but rather an addition to the firm's line.

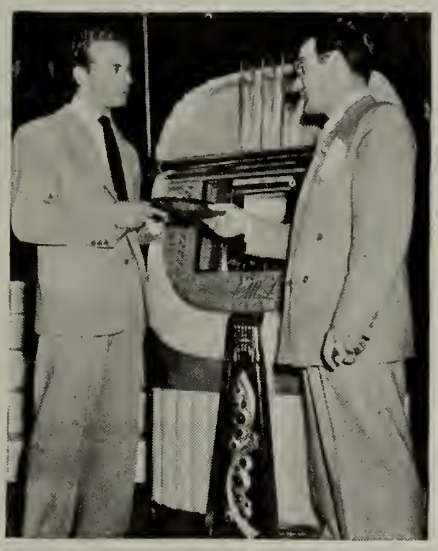
Stressing economy in orders to the firm's branches, Kruse said "under no circumstances are any inventories to be built up in any branch in the country. Get 'em in and get 'em out."

Although the new series is to be made available to both operators and dealers, the waxery believes that music operators should be especially interested in their new line. Whether or not Decca will feature their top artists on their new line could not be learned, but it is felt in these quarters that they could not afford to.

Kruse stated that "there will be no return privilege granted nor advertising promotion of any kind", once again emphasizing economy in the distribution of the new platters.

Included in the first release of the new line were "Beyond The Blue Horizon," and "Crazy Rhythm" by The Three Suns; "Raggedy But Right," and "Dapper Dan" by the Bob Howard orchestra and a "George M. Cohan Medley" by Dick Kuhn and his orchestra.

Larry Adler Guests Cleveland Hit Tune Party



CLEVELAND, O. — Guest of the recent Cleveland "Hit-Tune Party", harmonica virtuoso Larry Adler is pictured above handing the July selection "As Years Go By" to James Ross, vice president of the Cleveland Phonograph Merchants Association.

★ ★
Congratulations
to
BILL GERSH
and
THE CASH BOX
on Your
FIFTH ANNIVERSARY
•
MERCURY RECORDS
★ ★

JUKE BOX OPERATORS!
RECORD RETAILERS!

You Owe It To Your Business To Feature This Great Money Maker

I NEVER KNEW

Featured in the COLUMBIA PICTURE "Johnny O'Clock"

by
SAM DONAHUE
and his orchestra on
CAPITOL #405
backed by
WHY DID IT HAVE TO END SO SOON

IT'S A DISK JOCKEY FAVORITE AND HERE'S PROOF!

SEVEN CONSECUTIVE WEEKS AMONG THE TOPPERS IN THE BILLBOARD'S 'RECORDS MOST PLAYED ON THE AIR' CHART . . . and Climbing Steadily!

DIRECTION: GENERAL ARTISTS CORP. Press Relations: JIM McCARTHY 1619 Broadway, New York City

GAC GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"Jole Blon's Sister"

"Showboy Special"

MOON MULLICAN

(King 632)

● Following on the heels of his recent success with the parent platter, Moon Mullican, one of the more capable cowboy warblers around, offers ops a disk well loaded with possibilities for the western spots. Titled "Jole Blon's Sister," and coupling the same double-talk style of lyric throughout, Mullican's rendition can be counted for added coin play. Ditty maintains the steady beat of its predecessor with string accompaniment offered rounding out the wax. Flip shows up well enough with an instrumental piece titled "Showboy Special" and aimed at those spots where dancers gather, should fare well. Topside tune for the money.

"Short Changed In Love"

"I Talk To Myself About You"

ROY ACUFF

(Columbia 37505)

● Twin bill headed out cactus way are this pair by Roy Acuff, and with Roy's many fans clamoring for a hit; this pair may well be it. Labeled, "Short Changed In Love," and "I Talk To Myself About You," Roy's vocalizing efforts ride through in top manner to spell coin play. Both sides spin in slow tempo with cupid hanging around on the pair all thru. If you have spots that go for this kind, then by all means, whirl 'em.

"You Must Come In At The Door"

"Ten Commandments"

OAK RIDGE QUARTET

(Capitol Americana 40015)

● Ops with locations that cater to the crowd going in for spiritual music would do well with this pair by the capable Oak Ridge Quartet. "You Must Come In At The Door", features the combo in top styled harmony, as they echo the title throughout the waxing. Definitely one of the finer renditions of this type of music around, the group is to be lauded for their splendid performance. On the flip with more of the same material, Wally Fowler joins the foursome to chant the wordage to "Ten Commandments", ditty with a chopped vocal and harmony rising in the background. Both sides should serve ops well, so go to it.

"Just An Old Forgotten Letter"

"Tomorrow May Be Too Late"

TENNESSEE "Slim" KING

(Apollo 151)

● " Just An Old Forgotten Letter", by the competent Tennessee King shapes up here as an item that ops can use as excellent filler material in boots and saddle spots throughout the country. A tear jerker as the wax stands, Slim's rendition shows up effectively, with the instrumental backing provided coming through for the crooner well enough. On the flip with more slow material, Slim renders "Tomorrow May Be Too Late," echoing the topside tune all the way. Backing with a love angle shows the piper in rich style with the refrain winding around the title.

EAGLE RECORDS

Presents "the Record Sensation of the Year! The New Personality the boxes have been waiting for — "

—FRED BUFORD in SEPIA STARS

ELDER BECK

His Trumpet and Radio Chorus

on These Great Discs

No. 101
"BLOW GABRIEL"
and "HE KNOWS"

No. 102
"DELILAH"
and "I LOVE YOU"

No. 103
"DRY BONES"
and
"HOME IN THAT ROCK"

On Specialty Series

RETAIL PRICE
75¢
PLUS TAX —
USUAL DISCOUNTS

OZIE WATERS

"The Cowboy Crosby in the best sides he ever made"
—PHIL HENDERSON—ROUND-UP & TOPHAND

No. 1501 UTAH TRAIL & HOME ON THE RANGE

No. 1502 SPRINGTIME IN THE ROCKIES and SUNSET ON THE WASATCH

On Cowboy and Hillbilly Series RETAIL PRICE 49¢ Plus Tax

— ALSO — USUAL DISCOUNTS

"THE DIXIE REVELLERS"

No. 751 TAKEN FOR A RIDE & BLUE-EYED GALS

PINKY TOMLIN

A Better Bet Than Ever

No. 516 OBJECT OF MY AFFECTIONS
From the Picture "*Fabulous Dorseys*"
MY HEART GOES CRAZY
From Universal Picture of same title

No. 517 20c COTTON — 80c MEAT
RAGTIME COWBOY JOE

On Popular Series RETAIL PRICE 63¢ Plus Tax
ALL USUAL DISCOUNTS

ORDER FROM YOUR NEAREST DISTRIBUTOR

EAGLE RECORDS

1070 NORTH FAIRFAX, HOLLYWOOD 46, CALIF.

Ops Continue Call For Title Strips

NEW YORK — With representatives of the local diskeries continuing to hear the continuous and unabating call for free title strips from the music op market, a search has been started by several of the platter factories and distribs for an efficient system by which the ops' demands may be met.

A check of local wax works by The Cash Box discloses that the principal objection raised by the manufacturers and distribs is based on the claim that they are more than willing to meet the cost such a move would entail, but that the mere presence of the strips create problems that put many a worry furrow on the faces of those who work with them.

Stocking the slips, they say, is a mountainous task, since they never know how many to order of a number; then, too, they point to the op with fifteen wall boxes per machine, all of which required the strips. Many of the more experienced distribs who have worked with title strips in the past and have since discontinued them say that at times they "took so much from operators" because of poor title strip service they "sometimes wondered if we were in the record or title strip business."

Meanwhile, reports from spokesmen for the few companies that are providing the strips indicate that once initial problems are met, the practice becomes a lot less frightening than they had been led to believe.

Money Makers for Your Machines
by
"The Man Who Plays
The Sweetest Trumpet in the World"

CHARLIE SPIVAK

"KREISLER FAVORITES"

"CAPRICE VIENNOISE"
and "LA GITANA"
RCA Victor 20-2255

"SCHON ROSMARIN"
and "THE OLD REFRAIN"
RCA Victor 20-2257

"LIEBESLEID"
and "TAMBOURIN CHINOIS"
RCA Victor 20-2256

"LIEBESFREUD"
and "MIGHTY LAK' A ROSE"
RCA Victor 20-2258

SPECIAL TO OPERATORS: These Records sold singly or in Album form. Try them in your test locations . . . you'll re-order for each of your class spots.

Watch for CHARLIE SPIVAK in your territory and tie in with his personal appearances for a bigger take on all your machines.

on RCA-VICTOR Records

Congratulations TO CASH BOX ON YOUR Fifth ANNIVERSARY

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in the ORIGINAL "CUMANA"

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DAVISSALES COMPANY
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DENVER, COLO.

W. E. HARVEY CO.
INC. DIST.
1312 Ontario Street
CLEVELAND 13, OHIO

KLAYMAN MUSIC CO.
521 W. Sixth St.
CINCINNATI, OHIO

MILLNER RECORD
SALES, INC.
110-112 North 18th St.
ST. LOUIS 12, MO.

MILLNER RECORD
SALES, INC.
1704 Main Street
KANSAS CITY, MO.

DAVID ROSEN
RECORD DIST.
855 N. Broad Street
PHILADELPHIA, PA.

RECORD SALES CO., Inc.
351 Edgewood Ave.
ATLANTA, GEORGIA

MELODY SALES
369 Sixth St.
SAN FRANCISCO, CAL.

MELODY RECORD
SUPPLY, INC.
314 W. 52nd Street
NEW YORK, N. Y.

Columbia Renames Transcription Div.

NEW YORK—In order better to identify the activity of its transcription department, Columbia Records, Inc. has renamed its Columbia Transcriptions, and has established it as a separate division of the parent company, it was announced today by Robert J. Clarkson, General Manager of the Division.

Columbia Transcriptions is a commercial service which for the past seven years has been recording broadcast transcriptions. The Division also makes commercial records for private labels.

Musicraft Back; Reopening Plant

NEW YORK—"Musicraft is back in business."

That was the statement joyously made this past week by Oliver Sabin, director of sales, who has weathered every storm with the label from its early days under the aegis of Irving Gwirtz (now president of Diamond Records) right thru the reign of Peter Hilton, Irving Felt, and now, Jack Meyerson, who was recruited from Decca to ride the driver's seat to wherever Musicraft goes from here.

That good things have been happening to Musicraft since Meyerson took over just a few weeks ago is evidenced by the plattery's announcement that their Ossining plant will reopen this week after having been completely rechecked, redyed, etc., this news coinciding with word that Mel Torme and Sarah Vaughn, two of their top attractions, will face the recording microphones at the same time.

In addition, negotiations are now under way to repair and strengthen the once powerful distributing network that Musicraft had built up in lusher days.

Meanwhile, plans are taking shape for the opening of the label's Olympic plant, on the West Coast, tho a spokesmen for the company admitted that this move is not expected to take place for several months.

Optimism has taken over once again at Musicraft headquarters in this city, not a little of which is attributed to Meyerson's presence. As one Musicraft executive pointed out, "At last we have a record man at the top."

They're For More Phono Play

NEW YORK—Grouped for a hearing of one of their latest Mercury records, Shirley Richards, vocalist, Elmo Tanner and Ted Weems gather around a new Seeburg phonograph at a recent cointrade party. Weems is one of the ork leaders who publicly voiced disagreement with the NAPA statement that repeated play "hurts" the artist.

★ ★

Congratulations

to

Bill Gersh

and

The Cash Box

on your

Fifth Anniversary

Milt Salstone

M. S. Distributing Company

1350 East 61st Street, Chicago 37, Illinois

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"Ops" How Can You Miss?

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

WITH THIS 3 STAR RECORDING!

★ XAVIER CUGAT plays...

★ BUDDY CLARK sings...

THE BEAUTIFUL BALLAD

★ The STORY of SORRENTO

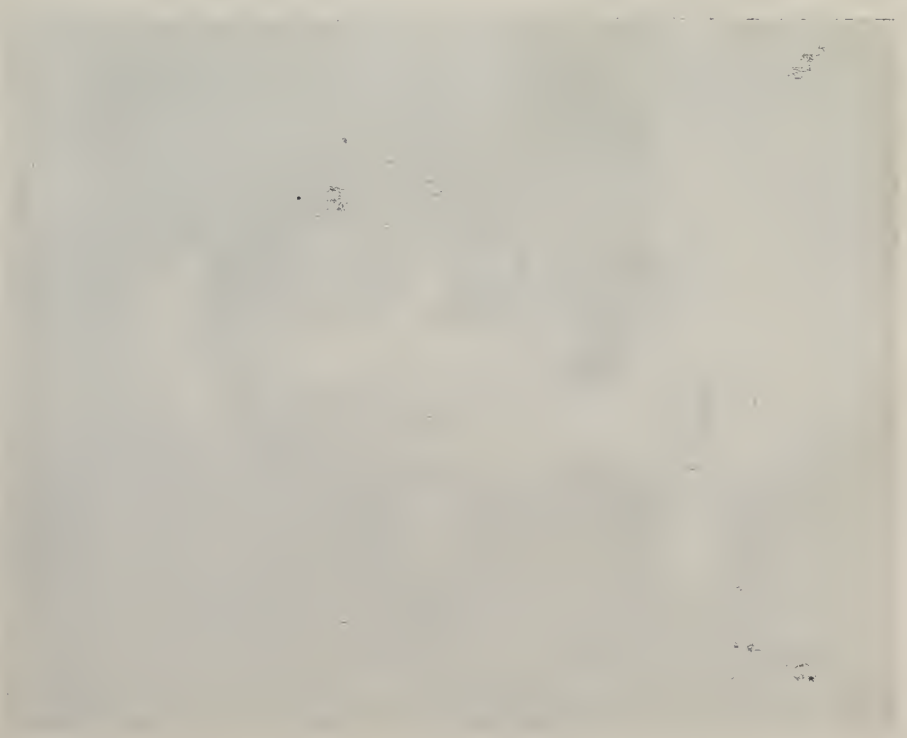
on COLUMBIA RECORD No. 37507

TRY IT ON YOUR TEST LOCATIONS—YOU'LL REORDER FOR EACH OF YOUR MACHINES

Published by

PEMORA MUSIC, 1625 B'WAY, NEW YORK 19, N. Y.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



"Tim Tayshun" Points To Folk Disk Boom

NEW YORK — The phenomenal success of what originally was intended to be a "gag" tune, has many a platter combing their folk catalogs for potential hit material.

"Tim Tayshun", released by Capitol Records recently, and featuring Red Ingle and Cinderella G. Stump (Jo Stafford), has weathered the storm and proven itself a hit tune in many parts of the country. Getting started on the West Coast, the song has risen to proportions which may eventually eclipse the mark attained by "Pistol Packin' Mamma."

Well known in the music business is the fact that a gold mine has been earned by many labels that have specialized in folk and western platters. Attesting to the above fact is the recent addition to the Capitol line of Capitol Americana, which issues a heavy assortment of folk and western releases.

Adding impetus to the boots and saddle proverb is the recent success of "My Adobe Hacienda," "Smoke, Smoke, Smoke," "Gal In Calico," "That's How Much I Love You," and many others.

One of the more successful platteries in the folk tune business is King Records, who have continually led the market in cowboy material. It was on King that the tune "That's How Much I Love You" was discovered, and as we know, grew into the pop tune category almost overnight.

The TOP TWO Are Now ONE!

TOPHAND "THE FOLK ARTIST JOURNAL AND MOVIE COWBOY DIGEST"

ROUNDUP "WESTERN ENTERTAINERS AND MOUNTAIN MUSIC MAKERS BIBLE"

HAVE MERGED

ONLY "TOPHAND" Combined with "ROUND UP"

Offers You

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. . . Advance recording information in the hillbilly and cowboy field.
. . . The TOP TEN cowboy and hillbilly tunes as chosen by the Hillbilly Fans themselves.
. . . Many other News and Picture Features in every issue.

12 BIG ISSUES $2.00

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DERRY FALLIGANT

With

DAVID MILLER

and

ORCHESTRA

"AS YEARS GO BY"

ENTERPRISE RECORD

No. 273

Selected By OHIO STATE PHONOGRAPH OWNERS ASSN.

AS

THE HIT TUNE FOR JULY

CALL YOUR NEAREST DISTRIBUTOR — OR

ENTERPRISE RECORDS, INC.

HOLLYWOOD 46, CALIFORNIA

Many Happy Returns

to

The Cash Box

on your Fifth Anniversary

EDDY HOWARD AND HIS ORCHESTRA

. . . and you'll have Many Happy Returns
when you feature these current Majestic Hits

"AN APPLE BLOSSOM WEDDING"
and "BLUE TAIL FLY"
Majestic 1156

"ASK ANYONE WHO KNOWS"
and
"I WONDER, I WONDER, I WONDER"
Majestic 1124

"ON THE OLD SPANISH TRAIL"
and "RAGTIME COWBOY JOE"
Majestic 1155

"BESIDE YOU"
and "WOULD YOU BELIEVE ME"
Majestic 1123

Personal Direction: W. Biggie Levin
Music Corporation of America

Majestic RECORDS

Studio: NEW YORK CITY • *Sales:* ELGIN, ILLINOIS (Subsidiary of Majestic Radio & Television Corporation)

U. S. SUES ASCAP AS MONOPOLY

Civil Action By Justice Dept. Charges Cartel Agreement With Foreign Societies

WASHINGTON, D. C. — Coincident to the closing of the anti-juke box Scott and Fellows bills hearings in Washington on Monday, June 23, the Justice Department filed a civil action against the American Society of Composers, Authors and Publishers (ASCAP), charging the organization with engaging in a world wide monopoly in violation of U. S. anti-trust laws.

In an accompanying statement, Attorney General Tom C. Clark emphasized that the Justice Department does not question the right of authors, composers and publishers to band together for joint protection, but that the suit merely seeks to cancel ASCAP's exclusive cross-licensing agreements with similar societies in 25 foreign nations, and to make their music available to anyone.

Because of these agreements ASCAP and the other 25 defendant societies have a "virtual monopoly of . . . practically all of the world's musical compositions not in the public domain," the Justice Department alleged, and this monopoly denies ASCAP competitors access to foreign music and further denies foreign audiences the right to hear non-ASCAP music, "thus seriously affecting their ability to enter or remain in business."

The Justice Department complaint further alleges that the Society is the world's largest performing rights society, controlling virtually all performing rights in the U. S. It also charges that ASCAP has "conspired" with similar organizations to cross-license each other and to prevent other societies from having access to such music.

Almost immediately after the Dept. of Justice's action, ASCAP representatives resigned from the International Confederation of Authors. Composers Societies in London.

Whether or not members of the sub-committee reviewing the ASCAP-backed Fellows Bill were aware of the forthcoming action on the part of the Justice Department could not be learned.

Spitalny Diskery To Bow September I

NEW YORK — Phil Spitalny, who recently severed connections with Vogue Records, Detroit, announced his entry into the record business this past week.

Spitalny will distribute his "Hour of Charm" all-girl orchestra's disks from masters acquired as part of the separation deal with Vogue. He has completed arrangements with two independent pressing plants in New York who are to turn out the records for him under the "Charm" label.

"Distributorship arrangements are now being made, "Spitalny declared. First release will be an album of Christmas carols, for which a leading cleric will write the foreword it was learned. Disks are expected to be on the market by September 1.

"GET ON THE BALL, PAUL!"

Recorded by
SHERMAN HAYES AND HIS ORCHESTRA

ARISTOCRAT 104

Backed with
THERE IS NO GREATER LOVE

ANOTHER *FIRST*!
ANOTHER HIT!

BY

THE Aristocrat OF RECORDS

ORDER FROM YOUR DISTRIBUTORS

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PAN AMERICAN DIST. CO.	633 Huron Rd.	Cleveland, O.
RHAPSODY DIST. CO.	1705 W. Clybourne	Milwaukee, Wis.
DAVID ROSEN	855 N. Broad St.	Phila., Pa.
MUSIC SALES	303 N. Peters	New Orleans, La.
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BILL GERSH and THE CASH BOX
ON YOUR FIFTH ANNIVERSARY

WEST COAST MUSIC OPS — WE HAVE THE RECORDS TO HELP KEEP YOUR CASH BOXES FILLED.

"PEG O' MY HEART"—STILL TOPS IN ALL SPOTS

Watch For Our Latest "MALAGUENA" backed by

"HARMONICA BOOGIE" by the HARMONICATS

VITA-RECORD DISTRIBUTING CO.

2822 W. PICO BLVD. (Tel. RE 22173) LOS ANGELES 6, CAL.

Capitol Records Names Linke Flack Chief

NEW YORK — It was announced this past week by Glenn E. Wallichs, executive vice president of Capitol Records, that Dick Linke has been named publicity chief for the label in the East.

Linke comes to Capitol from the Newell-Emmett ad agency. Just prior to joining the waxery, he worked on the Chesterfield Supper Club radio programs, handling the flack assignment for headliners Jo Stafford and Perry Como.

In his present position, Linke will operate directly under Walter Rivers, Capitol's eastern director of repertoire.

"Blazers" Seek Fem

NEW YORK — Johnny Moore, leader of the vocal combination Johnny Moore's Three Blazers revealed this past week that he is seriously considering the idea of adding a girl to his unit to "reach the ultimate in versatility."

The Blazers will audition female musicians who wish to apply for the spot in all towns they play on their current one-niter tour throughout the midwest.

"I want to make it very clear, however," declared Johnny, "that we will not add a girl to our outfit just for the sake of novelty."

MGM Pacts Bob Houston

NEW YORK — MGM Records, this city, announced the signing of baritone Bob Houston to supplement its male singer contingent, which also includes Art Lund and Johnny Johnson.

Houston formerly waxed for the Sonora label on a one shot deal. He earned his recognition as vocalist with the prewar Johnny Long orchestra.

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TO GREATER PROFITS

AT

601 WEST 26th ST., NEW YORK, N. Y.

Majestic BRANDS

Distributors of Majestic Records, provides this unique and Exclusive Service to OPERATORS —

- Attendants take your car, after you drive up the ramp directly to our 2nd floor warehouse.
- No Parking Problem.
- Easy to Get to
- Save Shopping Time

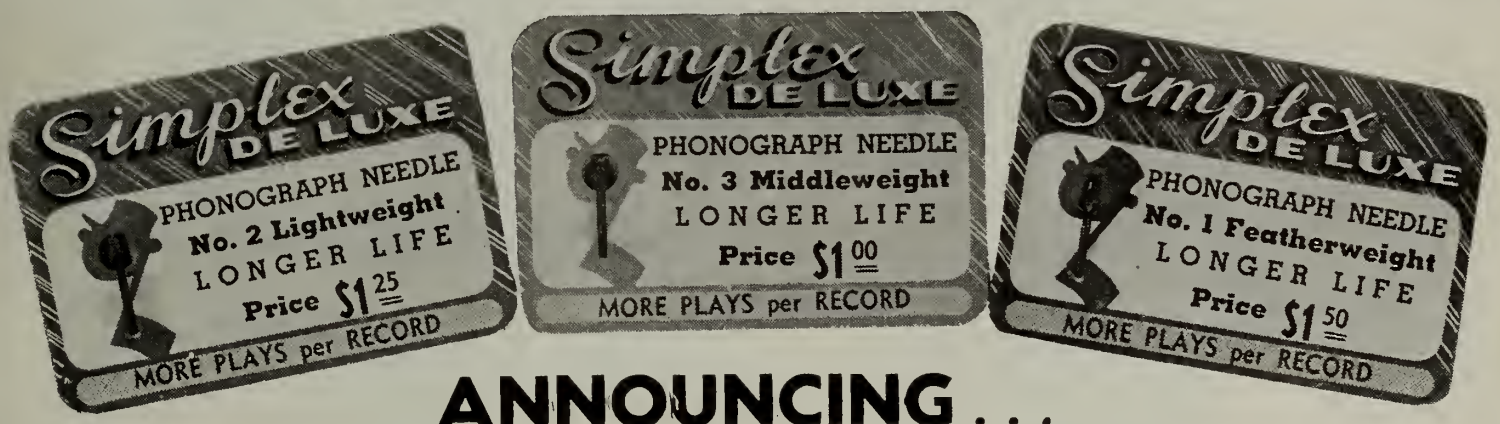
ROLL UP THE RAMP TO GREATER PROFITS!

Majestic BRANDS, Inc.

LOU SURITZ, Pres.

601 W. 26th ST. (Phone: PE 6-2165) NEW YORK, N. Y.

Congratulations to
THE CASH BOX
on your
FIFTH ANNIVERSARY



ANNOUNCING . . .

The New SIMPLEX DE LUXE *Line of Phonograph Needles* — BEST BY TEST!

No. 1—Featherweight — Medium
No. 2—Lightweight — Loud
No. 3—Middleweight — Extra Loud

★ The perfect coin phonograph needle means MORE plays per record —as well as MORE perfect plays per needle . . . SUPERIOR QUALITY at LOWER COST . . . PERFECT reproduction and LESS replacements . . . UNEQUALLED TONE QUALITY!! *MEANS* . . . SAVINGS on record cost . . . SAVINGS on needle cost!!

PLACE YOUR ORDER AT ONCE!!

ILLINOIS SIMPLEX DISTRIBUTING CO.

831 SO WABASH AVE., CHICAGO 5, ILL. (All Phones: WABash 4090)

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THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY

JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS — LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin	EX—Exclusive	QU—Queen
AP—Apollo	JB—Juke Box	RA—Rainbow
AR—Aristocrat	KI—King	SI—Signature
BW—Black & White	MA—Majestic	SO—Sonora
CA—Capitol	ME—Mercury	ST—Sterling
CN—Continental	MG—M-G-M	SW—Swank
CO—Columbia	MN—Manor	TO—Top
DE—Decca	MO—Modern	VI—Victor
DEL—DeLuxe	MU—Musicraft	VO—Vogue
EL—Excelsior	NA—National	VT—Vitacoustic
EN—Enterprise		

	June 23	June 16	June 9
1—Peg O' My Heart	**136.4**	**100.0**	**81.6**
AL-537—AL GAYLE & HARMONICORDS — *Remember*			
CA-346—CLARK DENNIS — *Bless You*			
CO-37392—BUDDY CLARK — *Come to Me, Bend to Me*			
DE-25075—GLENN MILLER O. — *Moonlight Bay*			
DE-25076—PHIL REGAN — *The Daughter of Peggy O'Neill*			
DEL-1080—TED MARTIN — *Chi-Baba Chi-Baba*			
MA-7238—DANNY O'NEIL — *I'll Take You Home Again Kathleen*			
ME-5052—TED WEEMS — *Violets*			
MG-10037—ART LUND — *On The Old Spanish Trail*			
NA-9027—RED McKENZIE — *Ace in the Hole*			
SI-15119—FLOYD SHERMAN — *Don't Cry Little Girl Don't Cry*			
VI-20-2272—THE THREE SUNS — *Across the Alley from the Alamo*			
VT-1—THE HARMONICATS — *Fantasy Impromptu*			
2—Mam'selle	**110.9**	**119.1**	**140.3**
AL-536—AL GAYLE & HARMONICORDS			
CA-396—PIED PIPERS — *It's the Same Old Dream*			
CO-37343—FRANK SINATRA — *Stella By Starlight*			
DE-23861—DICK HAYMES — *Stella By Starlight*			
EN-257—DERRY FALLIGANT			
MA-7217—RAY DOREY — *Man Who Paints The Rainbow*			
ME-5048—FRANKIE LAINE — *All Of Me*			
MGM-10011—ART LUND — *Sleepy Time Gal*			
NA-9032—JACK CARROLL — *I Wonder, I Wonder, I Wonder*			
RA-10014—MARSHALL YOUNG — *Mahzel*			
SI-15093—RAY BLOCH ORCH. — *It's So Nice To Be Nice*			
SO-2023—GEORGE TOWNE ORCH. — *Chi Baba Chi Baba*			
VI-20-2211—DENNIS DAY — *Stella By Starlight*			
3—Chi-Baba Chi-Baba	**92.2**	**54.8**	**47.9**
AP-1064—CONNEE BOSWELL — *There's That Lonely Feeling Again*			
AR-1001—SHERMAN HAYES — *Say No More*			
CA-419—PEGGY LEE — *Ain'tcha Ever Coming Back*			
COL-37384—THE CHARIOTEERS — *Say No More*			
DE-23878—LAWRENCE WELK — *My Pretty Girl*			
DEL-1080—TED MARTIN — *Peg O' My Heart*			
MA-1133—LOUIS PRIMA — *Mahzel*			
MG-10027—BLUE BARRON — *Oh My Achin' Heart*			
SO-2023—GEORGE TOWNE ORCH. — *Mam'selle*			
VI-20-2259—PERRY COMO — *When You Were Sweet Sixteen*			
4—Acrass the Alley From the Alama	**82.4**	**87.1**	**72.5**
CA-387—STAN KENTON O. — *No Greater Love*			
CO-37289—WOODY HERMAN O. — *No Greater Love*			
DE-23863—MILLS BROTHERS — *Dream, Dream, Dream*			
ME-3060—THE STARLIGHTERS			
VI-20-2272—THE THREE SUNS — *Peg O' My Heart*			
5—That's My Desire	**75.2**	**71.4**	**54.1**
AP-1056—CURTIS LEWIS — *Sky Blue*			
CA-395—MARTHA TILTON—ELLIOTT ORCH. — *I Wonder, I Wonder, I Wonder*			
CN—6048—GOLDEN ARROW QUARTET — *I Want to Be Loved*			
CO-37329—WOODY HERMAN ORCH. — *Ivy*			
DE-23866—ELLA FITZGERALD — *A Sunday Kind of Love*			
ME-3043—FRANKIE LAINE — *By The River St. Marie*			
MG-10020—ART MOONEY ORCH. — *Mahzel*			
MN-1064—THE CATS & THE FIDDLE			
MO-147—HADDA BROOKS — *Humoresque Boogie*			
SO-2019—RAY ANTHONY ORCH.			
VI-20-2251—SAMMY KAYE ORCH. — *Red Silk Stockings and Green Perfume*			
6—Lindo	**73.9**	**96.2**	**93.9**
CA-362—PAUL WESTON ORCH. — *Roses in the Rain*			
CO-37215—RAY NOBLE ORCH. (FT) — *Love Is a Random Thing*			
DE-23864—GORDON JENKINS O. — *Maybe You'll Be There*			
ME-3058—CHUCK FOSTER ORCH. — *Roses In The Rain*			
SI-15106—LARRY DOUGLAS — *Beware My Heart*			
SO-2006—BOB CHESTER ORCH. — *Roses In The Rain*			
VI-20-2047—CHARLIE SPIVAK ORCH. — *So They Tell Me*			
7—I Wonder, I Wander, I Wander	**66.7**	**51.5**	**65.3**
CA-395—MARTHA TILTON WITH O. ELLIOTT ORCH. — *That's My Desire*			
CO-37353—TONY PASTOR O. — *Get Up Those Stairs Mademoiselle*			
DE-23865—GUY LOMBARDO ORCH. — *It Takes Time*			
DEL-1075—TED MARTIN			
MA-1124—EDDY HOWARD ORCH. — *Ask Anyone Who Knows*			
MG-10018—VAN JOHNSON — *Goodnight Sweetheart*			
MO-20-516—THE SCAMPS			
NA-9032—JACK CARROLL — *Mam'selle*			
SO-2024—TED STRAETER ORCH. — *My Pretty Girl*			
VI-20-2228—LOUIS ARMSTRONG ORCH. — *It Takes Time*			
8—My Adobe Hociendo	**61.2**	**91.4**	**71.5**
CA-389—DINNING SISTERS — *If I Had My Life to Live Over*			
CO-37332—LOUISE MASSEY — *Starlight Schottische*			
CT-8001—JACK McLEAN			
DE-23846—RUSS MORGAN ORCH.—BAKER — *This Is the Night*			
EN-147—THE COSSMAN SISTERS			
KI-609—BILLY HUGHES			
MA-1117—EDDY HOWARD ORCH. — *Midnight Masquerade*			
ME-3054—BOBBY TRUE TRIO — *Heartaches*			
RH-101—THE ESQUIRE TRIO			
VI-20-2150—BILLY WILLIAMS — *Ain't Gonna Leave My Love No More*			
VO-785—ART KASSEL ORCH. — *The Echo Said No*			
9—Heartaches	**49.2**	**64.8**	**68.4**
AP-1045—GORDON MacRAE — *If I Had My Life To Live Over*			
CA-372—JOE ALEXANDER — *If I Had A Chance With You*			
CN-8021—RAY SMITH — *Honey Be My Honey Boo*			
CO-37234—DINAH SHORE — *Anniversary Song*			
CO-37305—HARRY JAMES ORCH. — *I Tipped My Hat*			
DE-25071—TED WEEMS O.—ELMO TANNER — *Oh' Monah*			
DEL-1069—TED MARTIN — *If I Had My Life To Live Over*			
KI-598—COWBOY COPAS			
MA-1111—EDDY HOWARD O. — *Don't Tell Her What's Happened to Me*			
MG-10001—JIMMY DORSEY ORCH. — *There Is No Greater Love*			
NA-9026—RED McKENZIE — *If I Had My Life to Live Over*			
SI-15065—RAY BLOCH ORCH. — *What Am I Gonna Do About You?*			
SO-2005—TED STRAETER ORCH. — *That's Where I Come In*			
VI-20-2175—TED WEEMS ORCH. — *Piccolo Pete*			
10—Ivy	**40.6**	**30.0**	**30.5**
CA-388—JO STAFFORD — WESTON ORCH. — *A Sunday Kind of Love*			
CO-37329—WOODY HERMAN ORCH. — *That's My Desire*			
DE-23877—DICK HAYMES — *They Can't Convince Me*			
MA-7223—RAY McKINLEY ORCH. — *Meet Me at No Special Place*			
ME-5053—VIC DAMONE — *I Have But One Heart*			
MG-10026—ZIGGY ELMAN — *I Believe*			
VI-20-2275—VAUGHN MONROE ORCH. — *Say No More*			
11—Red Silk Stockings and Green Perfume	**23.7**	**14.8**	**20.4**
AP-141—SMILEY WILSON — *I'm Satisfied With Life*			
CO-37330—TONY PASTOR ORCH. — *Get Up Those Stairs, Mademoiselle*			
DE-23946—LAWRENCE WELK O. — *I Won't Be Home Anymore When You Call*			
MA-7216—RAY McKINLEY OCH. — *Jiminy Crickets*			
VI-20-2251—SAMMY KAYE ORCH. — *That's My Desire*			
12—Tim-Tayshun	**18.2**	**10.0**	**—**
CA-412—RED INGLE — *For Seventy Mental Reasons*			
13—I Believe	**16.9**	**37.2**	**26.1**
CO-37300—FRANK SINATRA — *Time After Time*			
MG-10026—ZIGGY ELMAN — *Ivy*			
MU-492—ARTIE SHAW ORCH. — *It's The Same Old Dream*			
VI-20-2240—LOUIS ARMSTRONG ORCH. — *You Don't Learn That In School*			
14—Jack, Jack, Jack (Alsa Cu-Tu-Gu-Ru)	**14.6**	**23.8**	**30.6**
CA-403—JACK SMITH — *Oh! My Achin' Heart*			
CO-37319—XAVIER CUGAT ORCH. — *Illusion*			
DE-23860—ANDREWS SISTERS — *His Feet Too Big For De Bed*			
MA-1099—NORO MORALES ORCH. — *Ten Jobon*			
NA-9028—ENRIC MADREGUERA — *Made for Each Other*			
VI-26-9021—JOHN PARIS — *Illusion*			
VI-26-9014—PETE RIVERA ORCH. — *Confession*			
15—A Sunday Kind of Love	**14.5**	**13.8**	**27.1**
CA-388—JO STAFFORD (WITH PAUL WESTON ORCH.) — *Ivy*			
CO-37219—CLAUDE THORNHILL ORCH. — *Sonata*			
DE-23866—ELLA FITZGERALD — *That's My Desire*			
MA-1113—LOUIS PRIMA ORCH. — *A Nickel for a Memory*			
ME-5019—FRANKIE LAINE — *Who Cares What People Say*			
MG-10023—JIMMY DORSEY ORCH. — *Pots & Pans*			
VI-20-2180—JANE HARVEY — *I Had Too Much to Dream Last Night*			
16—Tallahassee	**12.1**	**4.1**	**—**
CA-422—THE PIED PIPERS — *Cecilia*			
CA-422—JOHNNY MERCER—WESTON O. — *Cecilia*			
CO-37387—DINAH SHORE—WOODY HERMAN O. — *Notch*			
MA-7239—RAY DOREY — *Je Vous Aime*			
MG-10028—KATE SMITH — *Ask Anyone Who Knows*			
VI-20-2294—VAUGHN MONROE O. — *I Wish I Didn't Love You So*			
17—Ask Anyone Who Knows	**10.3**	**1.5**	**7.7**
AP-1060—THE VAGABONDS — *Oh My Achin' Heart*			
CA-410—MARGARET WHITING — *Old Devil Moon*			
CO-37344—DINAH SHORE — *Poppa Don't Preach To Me*			
DE-23900—THE INK SPOTS — *Can You Look Me In The Eyes*			
MA-1124—EDDY HOWARD — *I Wonder, I Wonder, I Wonder*			
ME-3059—ANITA ELLIS			
MG-10028—KATE SMITH — *Tallahassee*			
SO-2014—THE VELVETONES			
VI-20-2239—SAMMY KAYE — *Would You Believe Me*			
18—Time After Time	**9.7**	**13.6**	**11.3**
CA-383—MARGARET WHITING — *Spring Isn't Everything*			
CO-37300—FRANK SINATRA — *I Believe*			
MA-7215—GEORGE OLSEN ORCH. — *Let Me Call You Sweetheart*			
ME-5041—GLEN GRAY ORCH. — *Necessity*			
MG-10010—JIMMY DORSEY ORCH. — *Quien Sabe*			
MU-462—TEDDY WILSON QUARTET — *Moon Faced, Starry Eyed*			
SI-15109—JOHNNY LONG ORCH. — *Unless It Can Happen With You*			
VI-20-2210—TOMMY DORSEY ORCH. — *It's The Same Old Dream*			
19—Stella By Starlight	**9.1**	**12.4**	**10.2**
CA-397—BILLY BUTTERFIELD ORCH. — *Maybe You'll Be There*			
CO-37323—HARRY JAMES ORCH. — *As Long as I'm Dreaming*			
CO-37343—FRANK SINATRA — *Mam'selle*			
DE-23861—DICK HAYMES — *Mam'selle*			
DE-23468—VICTOR YOUNG ORCH.			
MG-1001—JOHNNY JOHNSTON — *Spring Isn't Everything*			
Mam'selle			
SI-15116—RAY BLOCH ORCH. — *Deep Purple*			
VI-20-2211—DENNIS DAY — *Mam'selle*			
20—Cecilia	**9.0**	**1.6**	**2.1**
CA-422—PIED PIPERS—J. MERCER—PAUL WESTON O. — *Tallahassee*			
CO-37342—DICK JURGENS O. — *I Won't Be Home Anymore When You Call*			
I'm Knee Deep In Daisies			
DE-25077—WHISPERING JACK SMITH — *I'm Knee Deep in Daisies*			
MA-1145—LOUIS PRIMA O. — *There's That Lonely Feeling Again*			
ME-3054—HARRY COOL ORCH. — *It's Dreamtime*			
VI-20-2307—THE THREE SUNS — *The Goofy Gal of Tegucigalpa*			
21—Anniversary Song	**8.9**	**27.1**	**29.6**
AP-144—GEORGE WAGNER — *Besa Me Mucho*			
CA-368—ANDY RUSSELL (WITH PAUL WESTON ORCH.) — *My Best to You*			
CO-37289—WOODY HERMAN O. — *No Time*			
CO-37234—DINAH SHORE — *Heartaches, Sadness and Tears*			

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

● **ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.**

MUSIC

A.M.I.
- Model A $897.50
- Automatic Hostess Complete 20 Station Unit 14,800.00

HIDEAWAY CABINET W/SELECTIVE PLAY MECH:
- W/Amplifier and Remote Volume Control 515.00

HIDEAWAY CABINET W/CONTINUOUS PLAY MECH:
- W/Amplifier and Remote Volume Control 482.50
- W/Amplifier—No Remote Volume Control 470.00
- Complete—No Amp., No Volume Control 410.00

AIREON
- Super DeLuxe Phonograph 897.00
- Fiesta De Luxe 699.50
- Trio (Wall Box) 69.50
- Solo (Wall Box) 46.50
- Impresario (Speaker) 42.27
- Melodeon (Speaker) 52.97
- Carilleon (Speaker) 56.18

BALLY
- Phonograph .....

BUCKLEY
- Music Box 25.00

MUSICAL MINUTES, INC.
- Musical Minutes Box .....
- Johnlee Music System .....

MILLS INDUSTRIES
- Constellation .....

PACKARD MFG. CORP.
- Manhattan .....
- Pla Mor Phonograph (Model 7) 795.00
- Hideaway (Model 400) 450.00
- Wall Box (Butler) 39.95
- 1000 Speaker (Paradise) 159.50
- 900 Speaker (Rose) 49.95
- 800 Speaker (Daisy) 36.95
- 700 Speaker (Dahlia) 21.95
- Walnut Adapter (Hideaway) 59.50
- Beech Adapter (Hideaway) 71.50
- Willow Adapter (Hideaway) 59.50
- Pine Adapter (Hideaway) 59.50
- Birch Adapter (Hideaway) 8.50
- Spruce Adapter 84.50

PERSONAL MUSIC CORP.
- Measured Music Boxes, 5c-10c 35.00
- Studio Amplifier 505.00
- Studio Timing Control Unit 250.00
- Master Power Supply Units 140.00

ROCK-OLA
- 1422 Phonograph (Net) 728.00
- 1424 Playmaster 440.00
- Model 1807 Moderne Corner Spkr. 107.50
- Model 1906 Remote Volume Control 6.90
- Model 1530 Wall Box 39.50
- Model 1603 Wall Speaker 42.50
- Model 1604 Tone-A-Lier Spkr 72.50

SEEBURG
- 147-M Symphonola w/remote control 875.00
- 147-S Symphonola 805.00
- H-147-M RC Special 525.00
- Wireless Wallomatic 58.50
- Wired Wallomatic 46.50
- 5-10-25c Wireless Wallomatic 75.00
- 5-10-25c Wired Wallomatic 62.50
- Teardrop Speaker 19.95
- Teardrop Speaker w/volume control 22.50
- Recess Wall & Ceiling Speaker 18.00
- Mirror Speaker 49.50
- Duo Volume Control 21.90
- Power Supply 14.50
- Master Amplifier 53.50
- Master Selection Receiver 118.00
- Wired Master Selection Receiver 105.00
- Electric Selector 86.00
- Remote Speaker Amplifier 44.20
- Solenoid Drum for 147-S 60.50

SOLOTONE CORP.
- Leveling Pre-Amplifier 44.50
- Mirror-Tone Selector .....
- Solotone Individual Coin Box .....
- Soolone Adaptor-Amplifiers .....
- Solotone Studio and Telephoning Bridging Units
- Solotone Booster Amplifiers .....

MUSIC

WURLITZER
- 1080 Colonial 875.00
- 1015 Std Phonograph 914.50
- 1017 Concealed Chgr. 499.50
- 3020 5-10-25c 3-Wire Wall Box 69.50
- 3025 5c 3-Wire Wall Box 42.50
- 3031 5c 30-Wire Wall Box 39.50
- 3045 5c Wireless Wall Box 48.50
- 215 Wireless Transmitter 17.50
- 216 Wireless Impulse Rec. 22.50
- 217 Aux. Amplifier 30.00
- 218 30-Wire Adap. Terminal Box 15.00
- 219 Stepper 35.00
- 4000 Aux. Steel Speaker 45.00
- 4002 Aux. Plastic Speaker 45.00
- 4003 Aux. Wooden Speaker 17.50
- 4004 Musical Note Speaker 27.50
- 4005—Round Walnut Speaker 22.50
- 4006—Round Mirror Speaker 32.50
- 4007—Oval DeLuxe Speaker .....
- 4008—Super DeLuxe Speaker .....
- 4009—Recessed Wall Speaker 21.50
- Model 28—Remote Volume Control 24.00
- Model 241—Outdoor Speaker 55.00

PINS

BALLY
- Ballyhoo 279.50

CHICAGO COIN
- Play Boy .....

EXHIBIT
- Crossfire .....

GOTTLIEB
- Lucky Star .....

J. H. KEENEY & CO.
- Carousel .....

MARVEL MFG. CO
- Carnival 249.50

P. & S.
- Shooting Stars 249.50

UNITED MFG. CO.
- Havana 295.00

WILLIAMS
- Cyclone 304.50

COUNTER GAMES

A.B.T. CORP.
- Challenger 65.00

AMUSEMENT ENTERPRISES, INC., N. Y.
Whirl a Ball:
- Single 47.50
- 2 to 24 ..... 46.50
- 25-99 ..... 45.00
- 100 or more 43.50

BALLY MFG. CO.
- Heavy Hitter 184.50
- w/stand 196.50

GOTTLIEB
- DeLuxe Grip Scale 39.50

MARVEL MFG. CO.
- Pop Up 49.50

SKILL GAMES CORP.
- Bouncer 44.50

RADIO

FIRESTONE ENTERPRISES, INC.
- At Your Service Radio .....

CORADIO
- Coradio 59.50

RA-O-MATIC CORP.
- Radio .....

TRADIO, INC.
- Tradio .....

NATIONAL SERVICE SALES
- Tourist Radio .....

RCA
- Model MI-13176 .....

PRECISION BILT CO.
- Precision-Bilt Radio .....

COIN CONTROLLED EQUIP. LTD.
- Amco, metal console radio 89.50

BELLS

AMERICAN AMUSEMENT
- 50c Golden Falls (Rebuilt) 300.00

BELL-O-MATIC CORP.
- Jewel Bell .....

GROETCHEN
- Columbia Twin JP 145.00
- Columbia DeLuxe Club 209.50

MILLS SALES CO. LTD.
- Dollar Bell .....

O. D. JENNINGS
- 5c Std Chiefs 269.00
- 10c Std Chiefs 279.00
- 25c Std Chiefs 289.00
- 50c Bronze & Std Chiefs 399.00
- 5c DeLuxe Club Chiefs 299.00
- 10c DeLuxe Club Chiefs 309.00
- 25c DeLuxe Club Chiefs 319.00
- 25c DeLuxe Club Chief 429.00
- 5c Super DeLuxe Club Chief 324.00
- 10c Super DeLuxe Club Chief 334.00
- 25c Super DeLuxe Club Chief 344.00
- 50c Super DeLuxe Club Chief 454.00
- 50c Silver Eagle .....

PACE
- 5c DeLuxe Chrome Bell .....
- 10c DeLuxe Chrome Bell .....
- 25c DeLuxe Chrome Bell .....
- 50c DeLuxe Chrome Bell .....
- $1.00 DeLuxe Chrome Bell .....
- 5c Cherry Bell .....
- 10c Cherry Bell .....
- 25c Cherry Bell .....
- 50c Cherry Bell .....
- $1.00 Cherry Bell .....

CONSOLES

BALLY
- DeLuxe Draw Bell 5c 512.50
- DeLuxe Draw Bell 25c 532.50
- Hi-Boy 339.50
- Roto-Lete (Roulette) .....
- Triple Bell 5-5-5 ..... 895.00
- Triple Bell 5-5-25 ..... 910.00
- Triple Bell 5-10-25 ..... 925.00

BELL-O-MATIC
- Three Bells, 1947 .....

BUCKLEY
- Track Odds DD JP 1250.00
- Parlay Long Shot 1250.00

EVANS
- Bangtails 5c Comb 7 Coin 674.50
- Bangtails 25c Comb 7 Coin 764.50
- Bangtail JP 671.50
- Bangtail FP PO JP 839.50
- Evans Races .....
- Casino Bell .....
- 1946 Galloping Dominoes JP 671.50
- Winterbook JP 826.00

GROETCHEN TOOL & MFG. CO.
- Columbia Twin Falls 485.00

O. D. JENNINGS
- Challenger 5-25 ..... 595.00

ONE-BALLS

BALLY
- Entry 595.00
- Special Entry 595.00

GOTTLIEB
- Daily Races (F. P. Model) 650.00

KEENEY
- Big Parlay 660.00
- Hot Tip .....

ARCADE TYPE

ALLITE MFG. CO.
- Strikes 'N Spares .....

AMERICAN AMUSEMENT CO.
- Bat a Ball 249.50

AMUSEMENT ENTERPRISES, INC., N. Y.
- Bank Ball 375.00
- One World 475.00

CHICAGO COIN MACH. CO.
- Basketball Champ 499.50

EDELMAN DEVICES
- Bang A Fitty:
  - 10' — 8" 450.00
  - 11' — 8" 450.00
  - 13' — 8" 500.00

ARCADE TYPE *(continued)*

ELECTROMATON, INC.
- Rol-A-Score 469.50

ESQUIRE GAMES CO.
- Spotlite 399.50

FIRESTONE
- Santa Anita Handicap 269.50
- Rolloball 469.50

GENCO MFG. CO.
- Advance Roll 499.50

INTERNATIONAL MUTOSCOPE CORP.
- Atomic Bomber (Model B) 375.00
- Deluxe Movie Console 150.00
- Deluxe Movie Counter 140.00

METROPOLITAN GAMES
- Card Vendor 29.50
- Double Up Skill Bowl 399.50

SCIENTIFIC MACH. CORP.
- Pokerino, Location Model 5 ..... 279.50

SQUARE AMUSEMENT CO.
- Sportsman Roll 425.00

TELECOIN CORP.
- Quizzer .....

TELEQUIZ SALES CO.
- Telequiz 795.00

WILLIAMS MFG CO.
- All Star .....

MERCHANDISE MACHINES

CIGARETTE MACHINES

C. EIGHT LABORATORIES
- "Electro" 189.50

DU GRENIER CHALLENGER
- 7 Column Flat Mach w Stand 155.50
- 9 Column Split Mach w Stand 165.50
- 9 Column Flat Mach w Stand 171.50
- 11 Column Split Mach w Stand 176.50

NATIONAL VENDORS, INC.
- Model 9E (Electric) 321.70

ROWE
- Crusader (8 Col) w Stand 145.75
- Crusader (10 Col) w Stand 162.25

U-NEED-A VENDOR
- Monarch 6 Col w Stand 149.50
- Monarch 8 Col w Stand 159.50

MERCHANDISE VENDORS

A. B. T. MFG. CORP.
- "Auto Clerk"—(Gen'l. Mdse.) .....

ASCO VENDING MACH. CO.
- Nut Vendor .....

ATLAS MFG. & SALES CO.
- Bulk Venor .....

AUTOMATIC BOOK MACH. CO.
- "Book-O-Mat" .....

AUTOMATIC DISPENSERS, INC.
- "Drink-O-Mat"

BALLY MFG. CO.
- Drink Vendor .....

BERT MILLS CORP.
- "Hot Coffee Vendor" 540.00

COAN MFG. CO.
- U-Select-It—74 Model 85.50
- U-Select-It—74 Model DeLuxe 95.50
- U-Select-It—126 bar DeLuxe 127.50

DAVAL PRODUCTS CO.
- Stamp Vendor .....

HOSPITAL SPECIALTY CO.
- Sanitary Napkin Vendor .....

INTERNATIONAL MUTOSCOPE CORP.
- Photomatic 1495.00
- Voice-O-Graph 1495.00

MALKIN-ILLION CO.
- "Cigar Vendor" .....

NORTHWESTERN CORP.
- "Bulk Vendor" .....

REVCO, INC.
- Ice Cream Vendor .....

RUDD-MELIKIAN, INC.
- "Dwik-Cafe" Coffee Vendor .....

SHIPMAN MFG. CO.
- Stamp Vendor .....

TELECOIN CORP.
- Tele - juice .....

THIRST—AID, INC.
- Drink Vendor .....

U. S. VENDING CORP.
- Drink and Merchandise Vendor .....

VENDALL CO.
- Candy Vendor .....

VENDIT CORP.
- Candy Vendor 149.50

VIKING TOOL & MACH. CORP.
- Popcorn Vendor .....

YOU'VE NEVER SEEN A MORE AMAZING SOUND SYSTEM THAN

THE TEL-O-MATIC ROBOT

IT'S ALMOST HUMAN

Here is a golden chance for wide awake leading distributors to be first in the rich markets open to this finest development in Sound Engineering.

The Robot Unit has everything—phonograph for music programs — radio for special broadcasts — public address for paging, commercial announcements, etc. — amplifier powerful enough to drive any number of speakers in any type of location. There's no other equipment like it! No engineering as fine!

DISTRIBUTORS

The market for the Robot is as wide as the industry and commerce of America. Factories . . . Stadiums . . . Department Stores . . . Hospitals . . . Offices . . . Funeral Homes . . . Industrial Cafeterias, etc.

CONTACT US IMMEDIATELY FOR FULL DETAILS ON TEL-O-MATIC ROBOT DISTRIBUTORSHIPS

RUNYON SALES COMPANY

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BRyant 9-2235

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123 W. RUNYON STREET, NEWARK 8, N. J.
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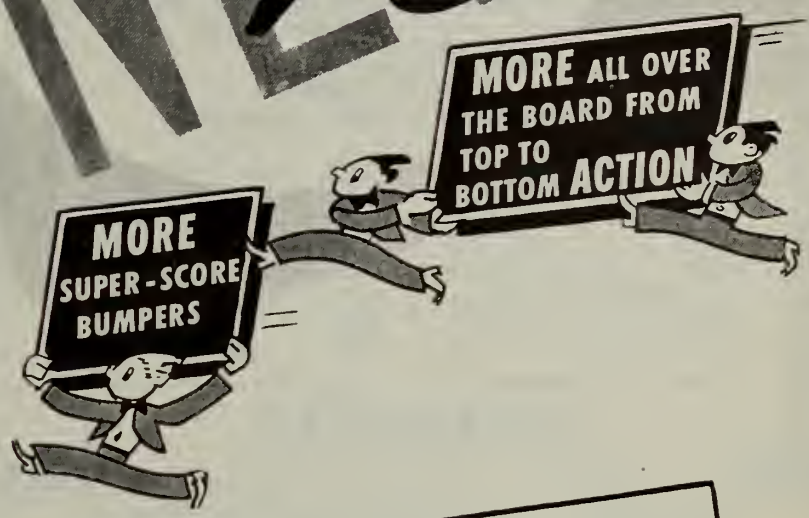
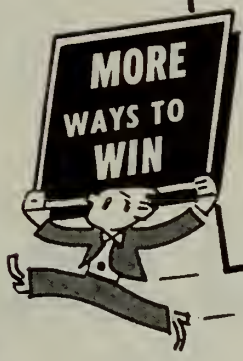
NOW! EVEN BETTER THAN KILROY

✻Chicago Coin's

PlayBoy





Even better than **KILROY**—that's what everybody has been telling us. And so will you once you see those extra-high score bumpers, those extra ways to win and all those special features. ••• Without a doubt, **PLAY BOY** will set the pace for the industry.

Play Boy's

ARE BEING *RUSHED* TO YOUR CHICAGO COIN DISTRIBUTOR... SEE HIM *AT ONCE* AND *ORDER SOON*... FOR *EARLIEST DELIVERY*

✻ YOUR FIRST CHOICE SHOULD *always* BE A GAME MADE BY

Chicago Coin MACHINE CO.

1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection

MEMBER

Hook on to ATLANTIC & SEABOARD'S

BONDED BUYS

every shipment backed by a $5,000.00 Surety Bond!

No other distributor offers such positive protection. If the equipment we ship does not meet every claim we make, you can return it within a reasonable period for full credit, AND WE WILL PAY THE FREIGHT BOTH WAYS!
A $5,000.00 Surety Bond issued by one of America's largest insurance companies backs this guarantee on every shipment, new and used. You *know* our merchandise will be PACKED right, will LOOK right, will WORK right!
Compare! ONLY ATLANTIC AND SEABOARD OFFER *BONDED BUYS* — the finest *reconditioned* equipment, the best *new* equipment money can buy!

• SEEBURG SYMPHONOLAS
With Scientific Sound Distribution and Remote Control
— America's Finest Music Systems!

• USED MUSIC BUYS . . . *GUARANTEED!*

5EEBURG PHONOGRAPH5		600 Key	275.00
HiTones 8800 E.5.	$300.00	616	125.00
HiTones 8800 R.C.	325.00	700	350.00
8200 Victory	195.00	800	350.00
Casinos	199.50	750E	425.00
Cadet	225.00	850	425.00
Gem	225.00	**ROCKOLA PHONOGRAPH5**	
Rex	165.00	Commando	$225.00
Vogue	275.00	Windsor	124.50
Classic	275.00	5tandard	199.50
Colonel	325.00	**MILLS PHONOGRAPH5**	
WURLITZER PHONOGRAPH5		Empress	$185.00
500	$250.00	Throne	150.00
600 Rotary	225.00		

1/3 Deposit, Balance C.O.D.

• EXCLUSIVE DISTRIBUTORS FOR
Allite's 5TRIKES 'N' 5PARE5 : Genco's ADVANCE ROLL
Viking's MINITOP Popcorn Vendor

• NEW GAMES FOR IMMEDIATE DELIVERY!
Chicoin's PLAYBOY : Marvel's LIGHTNING
Gottlieb's LUCKY 5TAR
WRITE FOR BEST PRICES

• USED GAMES . . .
BONDED FOR SATISFACTION

GAMES			
Genco Whizz	$ 89.50	Hit The Japs	25.00
Goalee	150.00	5chool Days	25.00
Laura	49.50	Sky Rider	25.00
5uper Liner	120.00	Bombardier	25.00
5tage Door Canteen	100.00	Pin-Up Girl	25.00
5how Girl	149.50	5pot Pool	20.00
Midget Racer	75.00	Keeney Towers	20.00
Bally Club Bells	49.50	Invasion	17.50
5urf Queen	49.50	**UNITED RE-VAMPS**	
Flat Top	40.00	Arizona	$ 49.50
Keep 'Em Flying	35.00	Santa Fe	49.50
		Grand Canyon	49.50

ATLANTIC
(MUSIC DIVISION)
ATLANTIC N. Y. CORP., 540-550 W. 58th St., N.Y. C.... COlumbus 5-4585
ATLANTIC N. J. CORP., 27-29 Austin St., Newark ..... Bigelow 8-4105
ATLANTIC CONN. CORP., 1625 Main St., Hartford ..... Hartford 2-6141
Exclusive Seeburg Distributors

SEABOARD
(GAMES & VENDING DIVISION)
SEABOARD N. Y. CORP., 540-550 W. 58th ST., N.Y. C... COlumbus 5-4585
SEABOARD N. J. CORP., 27-29 Austin St., Newark ..... Bigelow 8-4105
SEABOARD CONN. CORP., 1625 Main St., Hartford ..... Hartford 2-6141
Exclusive Distributors: GENCO, VIKING, ALLITE, KEENEY, DAVAL

United Coin Showing

MILWAUKEE, WIS. — The above pictures give some idea of the large crowd that attended the premiere Filben showing at United Coin Machine Co., this city.
Top picture shows Mr. and Mrs. Otto DeLetz of Wausau, Wis., and Mr. and Mrs. Ray Michaels of Milwaukee
Middle pic shows some of the boys Thos. W. Fitzharris. Peter J. O'Brien and Thos. A. Carlin of Star Metal Mfg. Mfg. Co., Chicago and third and fourth the left are Al Schlesinger and Steve Quinn of Square Amusement Co.
Bottom pic has W. Morris of H. C. Evans & Co. comparing notes with C. B. (Billy) DeSelm of United Mfg. Co.,

It's Bally's
BALLYHOO
AGAIN

GREATEST NOVELTY SENSATION SINCE ORIGINAL BALLYHOO

- ★ 7 Kickout Holes — Scoring 5,000 to 50,000
- ★ Hi Score up to 560,000
- ★ Wild, Wired Action
- ★ 2 Big Diamond Bumpers—Scoring 10,000 to 50,000
- ★ 2 Special Bumpers
- ★ 2 Super Special Bumpers
- ★ 8 Bumpers—Scoring 5,000 per Hit
- ★ Free Ball Hole — Scores 10,000 — Returns Ball
- ★ 18 Different Score Variations
- ★ New Improved Mechanical Electrical Units

CONVERTIBLE
5 OR 3 BALL
NOVELTY OR REPLAY

REICHEL DISTRIBUTING
1212 NORTH COPIA STREET
EL PASO, TEXAS

KEN WILLIS

BUD KEENEY

BARNEY LUCKMAN

PHILIP LEMAN

Congratulations

to

THE CASH BOX

CHARLIE PAGE

on its

5th Anniversary

BOB REAGAN

from the

JACK WILEY

FRANKEL
Distributing Company

BOB ROBERTSON

LARRY FRANKEL

MIKE OAKLEY

FRANKEL DISTRIBUTING COMPANY

Serving the "Heart of America"

ROCK ISLAND, ILL. — 2532 Fifth Ave. — Phone 153
DES MOINES, IA. — 1220 Grand Ave. — Phone 3-0184
OMAHA, NEBR.—1209 Douglas St.—Phone Atlantic 3407
KANSAS CITY, MO.—3814 Main St.—Phone Westport 4456

★

Bill Gersh...
Congratulations

ON THE

FIFTH ANNIVERSARY

OF

THE CASH BOX

...and with deep appreciation for your efforts toward our tax fights and your sincere interest in the operator's problems and welfare

PHONOGRAPH OPERATORS ASSOCIATION OF EASTERN PENNSYLVANIA

1505 RACE STREET PHILADELPHIA, PENNA.

★

SEN. CAPEHART CALLS FOR ENTHUSIASM, LEADERSHIP AND BETTER COMMISH BASIS

Packard Distribs View New "Manhattan" Phono at Sales Convention. Hear Sen. Capehart Predict Music Biz Will Be Greater Than Ever Before.

SEN. HOMER E. CAPEHART

INDIANAPOLIS, IND.—Everyone of the Packard Mfg. Corp., regional directors and distribs were present this past week (Saturday, June 21) at what was called, "Packard's Second International Distributors' Convention" held in the Indianapolis Athletic Club, this city.

Opening the morning business session, Wm. L. Krieg, president of Packard, explained the new "Manhattan" model phono to all present in the Grand Ballroom. At the unfurling of the curtains hiding the machine and with the phono in full view, all those present loudly applauded what Krieg had termed, "The finest and the most luxurious commercial phonograph in history".

A luncheon was then held in the Grand Ballroom and the distributors had the opportunity of discussing their new model at the luncheon tables. The phono played for the crowd and the remarks made by all those present was that the new "Manhattan" was launching a "new era for the trade".

Senator Homer E. Capehart, Chairman of the Board of Packard Mfg Corp., was not present at this morning nor afternoon session due to the filibuster in the Senate in Washington. It was promised the crowd that the moment the filibustering was over that Sen. Capehart would immediately fly to visit and talk with them.

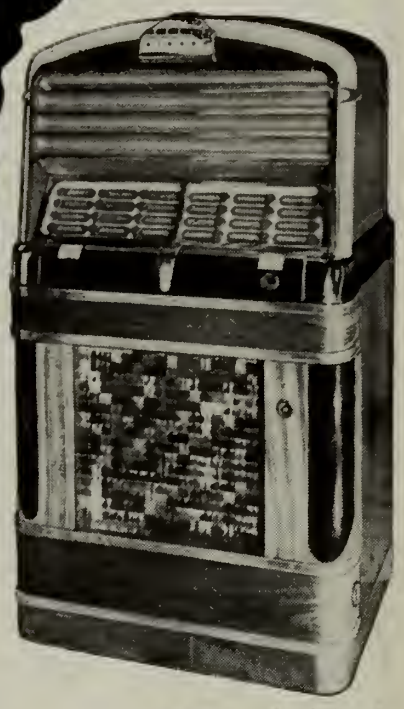
The huge crowd left their luncheon tables to go over to the Packard factory and see the "Manhattan" phonograph in production. The crowd was pleased to learn that production was well under way.

They then returned to the Green Room

Continued on Page 41

THE OPERATORS of NEW JERSEY
Congratulate
Bill Gersh and THE CASH BOX
ON ITS FIFTH ANNIVERSARY
Keep Up The Good Work
MUSIC GUILD OF AMERICA
1140 BROAD STREET NEWARK, N. J.

IT'S ALWAYS "Fiesta" TIME
WHEN MUSIC OPERATORS
MAKE THEIR COLLECTIONS
FROM THE
Aireon "Fiesta" DE LUXE
Exclusive Distributors



HERMITAGE MUSIC COMPANY
423 BROAD STREET NASHVILLE 3, TENN.
1904 EIGHTH AVENUE, N. BIRMINGHAM, ALABAMA

GENCO'S NEW ROLL DOWN GAME
"ADVANCE ROLL"
DIRECT FACTORY DISTRIBUTORS
PACIFIC COAST DISTRIBUTORS
1347 W. WASHINGTON BLVD. LOS ANGELES, CALIF.

ALL PHONOGRAPHS COMPLETELY RECONDITIONED AND RENOVATED

Immediate Shipment

WURLITZER

3	Wurlitzer 800	$325.00	3	Wurlitzer 24	$ 95.00
2	Wurlitzer 850	365.00	2	Wurlitzer 500 Victory	145.00
1	Wurlitzer 700	325.00	2	Wurlitzer 24 Victory	125.00
4	Wurlitzer 500	165.00	2	Wurlitzer 600 Victory	135.00
6	Wurlitzer 600 (Push Button)	135.00	6	Wurlitzer 616	65.00
3	Wurlitzer 600K	165.00	2	Wurlitzer 412	35.00

SEEBURG

2	Seeburg 8800 R.C.	$245.00	1	Seeburg Victory Model	$ 95.00
2	Seeburg 8800 E.S.	245.00	2	Seeburg Colonel R.C.	165.00
3	Seeburg Envoy R.C.	175.00	3	Seeburg Classic	135.00
2	Seeburg Envoy E.S.	155.00	20	Seeburg Rex Hideaway	65.00
2	Seeburg Commander E.S.	135.00	25	Seeburg Wall-O-Matics	22.00
1	Seeburg Royal	45.00	10	Seeburg Bar-O-Matics	22.00

ROCK-OLA

2	Rock-Ola Commando	$195.00	2	Rock-Ola 12 Record	$35.00
2	Rock-Ola Super	165.00	5	Rock-Ola Monarch 20 Record	65.00
2	Rock-Ola DeLuxe	145.00	4	Rock-Ola Windsor 20 Record	65.00
6	Rock-Ola Standard	145.00	41	Rock-Ola Dial-A-Tune Wall Boxes	5.00
3	Rock-Ola Master	165.00			

NOTE: All phonographs will be complete, with no broken plastics. We can make immediate shipment. Add $10.00 to above price for crating. 1/3 Deposit with order.

Bill Gersh —

Congratulations on having reached the 5th Anniversary of your splendid publication. You can be justly proud of the fine work you have done in the past five years.

PITTSBURGH MUSIC CO.

420 NO. CRAIG STREET

PITTSBURGH, PA.

(PHONE: MUSEUM 1468)

"CUTS"

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

THE CASH BOX

381 FOURTH AVENUE, NEW YORK 16, N. Y.

CLASSIFIED AD LAYOUT SHEET FOR "THE COIN MACHINE MART"

TYPE YOUR AD FOR NEXT WEEK'S ISSUE OF "THE CASH BOX" IN SPACE INDICATED BELOW AND MAIL IN TIME TO REACH US NO LATER THAN FRIDAY AT 5 P. M. PLEASE BE SURE TO SPECIFY WHETHER THIS IS A "WANT-TO-BUY" OR A "FOR SALE" AD. NO "BLIND" OR "BOX NO." ADS ACCEPTED, BE SPECIFIC—LIST MERCHANDISE AND PRICES CAREFULLY. TYPE YOUR FIRM NAME, ADDRESS AND PHONE NUMBER ON BOTTOM OF AD. ADS WILL NOT BE REPEATED UNLESS SO SPECIFIED IN ADVANCE. IF IN DOUBT AIR-MAIL YOUR AD.

START TYPING HERE

THIS FIRST SPACE IS FREE

ADD $5 FOR EACH ADDITIONAL SPACE INTO WHICH YOUR AD MAY EXTEND

NOTICE!

IF YOU DESIRE DISPLAY ADVERTISING SPACE, MAKE SURE YOU INDICATE THIS ON YOUR COPY. RATE IS $5.00 PER COLUMN INCH (COLUMN INCH MEASURES: 2⅜" WIDE BY 1" HIGH). YOU MAY ALSO USE YOUR "FREE SPACE" IN CLASSIFIED SECTION OF "THE COIN MACHINE MART".

is well deserved and, while brief, it tells exactly how I feel about each one of them.

My compliments to both of them and best wishes for continued success in the publication of *"The Cash Box"*.

COVEN'S COIN CORNER

CONGRATULATIONS BILL GERSH!

ALL OF US HERE AT COVEN DISTRIBUTING COMPANY WISH YOU AND YOUR PUBLICATION CONTINUED SUCCESS —

Ben Coven

YESSIR . . . IT'S BALLY

FROM COUNTER GAME TO CONSOLE

DRAW NEW PLAYERS

HOLD THE PLAY

THE *Bally* WAY

Bally
"BALLYHOO"

Convertible
5 or 3 BALL

•

Novelty
or Replay

You haven't seen action till you've seen BALLYHOO—wildest action ever packed into a playfield! You haven't seen earning power till you've dipped fists into a BALLYHOO cash box! One sample will convince you. And you better order that sample quick — to get in ahead of the biggest stampede in pin game history.

Bally
HI-BOY

HI-BOY is a bell . . . an automatic-payout bell . . . a jackpot bell . . . a bell with triple spinning reels and bright fruit symbols . . . a bell plus the popular new HOLD-AND-DRAW feature which permits player to hold favorable reels, after first spin, and deposit a second coin for a second spin of reels not held . . . a bell with built-in repeat-play appeal!

Bally
HEAVY HITTER

Here's a game you can place by the dozens . . . by the hundreds . . . in your territory. Sensational low price of HEAVY HITTER permits you to cover locations you are now passing up. Small size wins a welcome in busy, big-money spots which cannot use larger games. Baseball skill-play opens HEAVY HITTER to all territory. Simple mechanism insures rock-bottom service cost. Fast, fascinating action earns top profits month after month. Order HEAVY HITTER today.

FOR YOUR Bally EQUIPMENT See..

MEMBER

Exclusive Bally Distributor in INDIANA, WISCONSIN and NORTHERN ILLINOIS

OPERATORS IN OUR TERRITORY! Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.

COVEN Distributing Co.

3181 ELSTON AVENUE CHICAGO, ILL

Phone: INDEPENDENCE 2210

WIRE, PHONE, WRITE

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Congratulations

to

The Cash Box

on their

Fifth Anniversary

★

Coin Machine Acceptance Corporation

A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN OPERATED MACHINES

CMAC

134 NORTH LA SALLE STREET
CHICAGO • ILLINOIS

C'MON IN AND SEE . . .

THE NEW, SENSATIONAL

PACKARD

"MANHATTAN"

COMMERCIAL PHONOGRAPH

WITH THE

"Million Dollar" Features!!

HOMER E. CAPEHART'S

GREATEST ACHIEVEMENT for the AUTOMATIC MUSIC INDUSTRY

★

WHITEHEAD MUSIC COMPANY

109 PRINCESS ST., WILMINGTON, N. C.

Sen. Capehart

(*Continued from Page* 36)

of the I.A.C. for cocktails, immediately after words entering the Ballroom for the banquet. While in the midst of their dinner, Senator Capehart entered, having just flown in from Washington.

All cheered him and asked that he speak to them. Sen. Capehart had the banquet hall cleared, after the dinner, and with chairs arranged for the large crowd—spoke to them on the music industry generally as well as on their new "Manhattan" phonograph.

Among the many things he said was the fact that "The industry is paralyzed today". He also decried the lack of enthusiasm and leadership. He felt that all had overlooked the need for building real postwar merchandise. He did claim that a new era was entering into the music industry and that the men now in it must get ready to meet it with finer and more luxurious merchandise and change their business tactics.

He called for the trade to enter into a new and better commission basis preferably the 75%-25% commission basis as advocated by The Cash Box for the past five years. He also told the large crowd that they could expect, within six months, as conditions went for the better that he would ventually call the phonograph the "Homer E. Capehart". This met with great applause from all present.

Among those who attended were: Fred Fields, Don Kennedy, Earl Hess, W. F. Merchant, Art Nagel, C. D. Kemp, E. H. Boraugh, W. C. Mossberger, Harry Payne, H. E. Wedewen, W. E. Simmons and R. S. Bleekman, all regional directors for Packard.

Others present were: R. E. Redfield, Musical Sales Co., St. Louis, Mo.; Elver Darling, Binco Music Co., Ft. Wayne, Ind.; J. A. Stewart, CMAC, Chicago; Carl J. Angott, Angott Sales Co., Detroit, Mich.; Chas. Ewing, Automatic Amusement, Evansville, Ind.; C. L. Cade, Cade Distrib Co., Philadelphia, Pa.; Howard F. Maurer, Lew Wolf Enterprises, Buffalo, N. Y.; Phillip L. Lemon, Charles L. Page, Larry Frankel, Barney W. Luckman, Ken C. Willis, of Frankel Distrib. Co., Rock Island, Ill.; M. M. Rutherford of Rutherford Enterprises, Amarillo, Tex.; Jack Gutshall of Los Angeles, Cal.; James E. Kelly, Phoenix Distrib. Co., Phoenix, Ariz.; Buddy Eisen, Joe Eisen and Sid Mittleman of Joe Eisen & Sons, N.Y.C.; George Young, Norfolk, Va.; Art Foster, Sterling Novelty, Lexington, Ky.; Mel Goldstein and Izz Alpert of Twin Ports Sales, Duluth, Minn.; Jack Warren, Illinois Playmor, Chicago; Lester A. Levison and Sol A. Brown of Illinois Pla-Mor, Chicago; W. H. Cunningham, Packard Dist. Co., Cleveland; Furey M. Ross, Packard Dist., Pittsburgh, Pa.; L. B. McCormick, Whitehead Music Co., Wilmington, N.C.; Claude E. Saviers, Saviers Elec. Prod. Corp., Reno, Nev.; W. C. Miller, Miller Pla-Mor Dist., Youngstown, O.; Eugene Shew, Packard Dist., Milwaukee, Wis.; Fred Rabe, Mutual Distrib., Jacksonville, Fla.; John A. McIlhenny, Boston, Mass.; L. Clay Spencer, Ray Axton of New Orleans; Geo. W. Wrenn and Collis Irby of Dallas, Tex.; Nathan Allen of Ten Ball Nov. Co., Birmingham; Frank Swartz of Frank Swartz Sales Co.; John L. Gaddy, Paramount Music, Charlotte, N.C.; O. J. Mullininx. Mullininx Amuse. Co., Savannah; Howard W. Pretzel, CMAC, Chicago; Joe Collins, CMAC, Chicago; Charely and Harry Binnie of Binco. Ft. Wayne, Ind.; Alex Eliopoulos of Guarantee Dist. Co., E. Chicago, Ind.; George Thayer, Binghamton, N. Y.; Chas. A. Trau, Pla-Mor, Cincinnati; George E. Gessert, Milwaukee, Wis.; J. H. McCormick, Musical Sales, St. Louis; Mark A. Osborn, Miller Pla-Mor, Youngstown, O.; Bob Bailey, Shearer Amuse., Chattanooga, Tenn.; Dwight R. Osborn, Osborn Distrib., Memphis, Tenn.; Arch B. Lane and L. W. Bodell of Peach Ridge Dist., Sparta, Mich.; K. Kitchersid of Boise, Ida.; Charles M. Andrews, Oetroit, Mich.; C. S. Pierce, Pierce Distrib. Co., Brodhead, Wis.; George W. Skinas, Angott Sales Co., Saginaw, Mich.; Terry W. Thomas, Cleveland.

Many remained over to Sunday to discuss further details of the new Manhattan and its many features with Sen. Homer E. Capehart and with Wm. L. krieg.

READY For LOCATION

FREE PLAY GAMES

Stage Door Canteen	$ 89.50
Surf Queen	89.50
Big Hit	89.50
Spellbound	139.50
Super Score	159.50
State Fair	169.50
Dynamite	169.50
Fast Ball	139.50
Victory Special	325.00
Bally Entry new	550.00
Liberty	59.50
Flat Top	59.50
Oklahoma	59.50
Idaho	59.50
Sky Chief	59.50
Grand Canyon	59.50
Trade Winds	59.50
Whizz	49.50
Flying Tigers	49.50
Ten Spot	49.50
All American	29.50
Second Front	29.50
Over the Top	29.50
Showboat	29.50
Monicker	29.50
1941 Majors	29.50
Five Ten Twenty	29.50

MISCELLANEOUS

Amusematic Lite League	$129.50
Goalee	209.50
Bat A Ball New	50.00
Rock-Ola Commando	209.50
Rock-Ola Premier	200.00
Spectravox & Play.	169.50
Wurlitzer 71 Counter	139.50

DEPOSIT REQUIRED

H. G. PAYNE COMPANY

312-14 BROADWAY

NASHVILLE 3, TENN.

(Phone: 6-4545)

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Congratulations

TO

THE CASH BOX

ON ITS

FIFTH

ANNIVERSARY

WURLITZER PHONOGRAPH MUSIC

"Exclusive Wurlitzer Factory Distributors"

EMBY DISTRIBUTING CO., Inc.

525 WEST 43rd STREET

NEW YORK CITY, N. Y.

MINNESOTA GOES DOWN!
SO DO OUR PRICES

SLOTS . . .

5c Bonus	$125.00
5c Pace Comet Red	39.50
10c Pace Comet Blue	35.00
5c Rolatop (Factory Rebuilt)	60.00
25c Rolatop	50.00
10c Cherry Bell	75.00
25c Black Cherry Bell	125.00
5c Blue Front (Repaint C.H.K.A.)	75.00
25c Chrome Bell	150.00
50c Chrome Bell	195.00
5c Orchid Bell (Like new)	110.00

CONSOLES . . .

5-5-5-25 Four Way Super Bell	$100.00
5-5c Two Way Super Bell	100.00
5c Four Bell	150.00
5-5c Pace Twin Reels	125.00
5-10c Pace Twin Reels	125.00
5-25c Pace Twin Reels	125.00
5c Paces Reels	25.00
10c Paces Reels Jr.	60.00
5c Big Game	50.00
10c Big Game	60.00
5c Jumbo Parade F.P.	50.00
5-5c Lucky Lucre	50.00

ONE BALLS . . .

Victory Derby (like new)	$150.00
Jockey Club	50.00
Turf King	50.00
Long Shot	25.00
Owl	25.00
Handicapper	25.00
Big Parley (New)	$395.00
Santa Anita	25.00
Grand National	25.00
Track Record	25.00
Contest F.P.	25.00
Sport King	30.00
10c Orchid Bell (Like new)	$125.00
25c Orchid Bell (Like new)	150.00
25c Chrome (Original)	125.00
1c Q. T.	10.00
10c Q. T.	25.00
5c Columbia Twin J. P.	35.00
10c Columbia Twin J. P. (46 model)	45.00
25c Columbia Twin J. P. (46 model)	45.00
5c Columbia Reels	25.00
5c Vest Pocket Bells	25.00
1c Pace Bantam	10.00
5-25c Lucky Lucre	$60.00
5c Silver Moon F.P.	50.00
25c Silver Moon	75.00
5c Galloping Dominoes J.P.	30.50
5c Skill Time	25.00
5c Fast Time	50.00
5c Pace Saratoga	25.00
5c Track Time	39.50
5c Evans Lucky Stars	75.00
5c Skill Time (7 Coin)	50.00
5c Big Top F.P.	50.00
5c Dark Horse	25.00

ARCADE . . .

Voice-O-Graph 1946	Write
Atomic Bomber (New)	$295.00
Bally Rapid Fire	75.00
Shoot the Chutes	60.00
Keeney Anti-Aircaft	35.00
ACE Coin Counters (Brand new) Reg. $139.50	$99.50

MUSIC . . .

Mills Thrones (Refinished)	$125.00
Wurlitzer Victory (500 mech. with Keyboard)	150.00
Wurlitzer Victory (24A)	100.00
Wurlitzer 500-Key Board reconditioned	175.00
Rockola Spectrovox & Hideaway	195.00
Rockola Spectrovox & Imperial Hideaway	150.00

HY-G Music Co.

Seeburg Music Systems

1415 WASHINGTON AVE. Atlantic 8587 MINNEAPOLIS, MINNESOTA

State Quantities Wanted
Terms 1/3 Down Balance C.O.D. or Will Trade for 5-Balls

Inaugurates Special Speed Service

GIL KITT

CHICAGO — Gil Kitt of Empire Coin Machine Exchange, 1012-1014 Milwaukee Ave., this city, has inaugurated a special speed service to get machines to the operators that is meeting with wide acclaim, according to all reports.

Kitt explains, "These days it is absoluately necessary to get machines to the operators just as speedily as we possibly can. The op can't wait when he has a good location and he shouldn't be made to wait. We are, therefore, arranging for speedy delivery to him in a way which has made some of the boys around the country actually gasp.

Here's a letter from one well known operator", he continued, "which I believe speaks for itself."

The letter referred to the fact that the operator had received his machine so fast that it was at the express firm before he even had arranged for a change of machines on the location.

"That's what speed service means to any operator", for as Kitt pointed out in the letter, "this operator earned the difference in real cash within a few days than he ordinarily would because of the fact that we were able to get the machine to him so much faster. Every operator will benefit from our new speed service."

IT'S BALLYHOO AGAIN

GREATEST NOVELTY SENSATION SINCE ORIGINAL BALLYHOO

★ 7 Kickout Holes — Scoring 5,000 to 50,000

★ Hi Score up to 560,000

★ Wild, Wired Action

★ 2 Big Diamond Bumpers—Scoring 10,000 to 50,000

★ 2 Special Bumpers

★ 2 Super Special Bumpers

★ 8 Bumpers—Scoring 5,000 per Hit

★ Free Ball Hole — Scores 10,000 — Returns Ball

★ 18 Different Score Variations

★ New Improved Mechanical Electrical Units

•

CONVERTIBLE

5 OR 3 BALL

NOVELTY OR REPLAY

•

CMI MEMBER

REGIONAL DISTRIBUTORS FOR MICHIGAN

King-Pin

EQUIPMENT COMPANY
KALAMAZOO 21, MICH.
826 Mills Street Phone 2-0021

DISTRIBUTING COMPANY
DETROIT 1, MICH.
3004 Grand River Phone TEmple 2-5788

SPECIALS FOR THE 5th ANNIVERSARY OF "THE CASH BOX"

BRAND NEW DAVAL'S "BEST HAND" OR "SKILL THRILL"

$44.50 Each

$295.00 EA. KEENEY BIG PARLAY

$295.00 EA. KEENEY BIG PARLAY

SLIGHTLY USED
THIS ONE-BALL GAME CAN BE USED FOR FREE PLAY OR CASH PAYOUT

NEW 5c WATLING ROLATOPS $150.00 EACH

NEW 25c WATLING ROLATOPS $175.00 EACH

NEW MARVEL POP-UP — $29.50 EACH

★ BRAND NEW COUNTER GAMES ★

MARVEL

1c or 5c Play
With Cigarette Strips
Smallest token payout counter game made, yet has huge cash box. Token payout, flawless mechanical performance.

PRICE $34.50

GUSHER

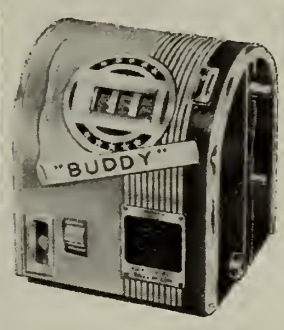
It's the Bonus and Jack Pot that gets 'em. Token Awards Bell Fruit Reels

PRICE $34.50

FREE PLAY

With a Free Play Feature
You know what the Free Play feature did for pin games.
All Mechanical.
No troublesome electrical parts of any kind.

PRICE $49.50



BUDDY

Cigarette Reels.
PENNY PLAY
One of the greatest penny getters ever made.

PRICE $24.50

AMERICAN EAGLE

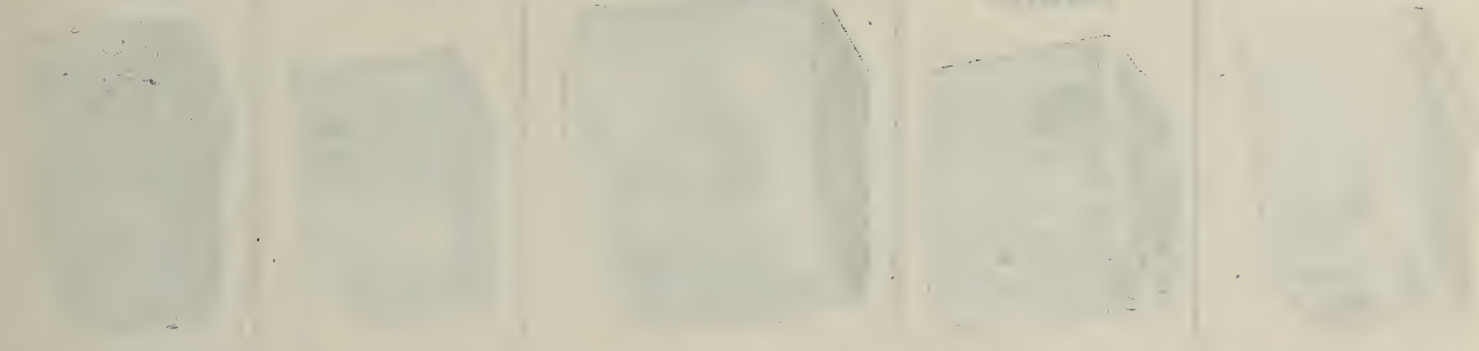
1c or 5c PLAY

A truly wonderful little game that corners the play in any location. All the intense appeal of Cherry-Bell play is crammed into this tiny token award counter game. Built to take years of punishment. Positively cheatproof and foolproof. Bell Fruit reels with full color symbols. Ultra modern cabinet design.

PRICE $34.50

SOUTHERN AUTOMATIC MUSIC CO. Inc.

634 S. THIRD STREET
LOUISVILLE 2, KENTUCKY



"We Get Younger Every Day"

By Herb Jones

Vice President and Advertising Manager of

Bally Manufacturing Company, Chicago

"Ballyhoo" in 1932 began the big boom in the coin machine industry and contributed very largely to the tremendous momentum which has kept the industry growing greater and greater as the years roll by.

Today — fifteen years after the the original "Ballyhoo" game — we are in production on a new modern post-war "Ballyhoo" game. Quite naturally we refer back to the ancient "Ballyhoo" of fifteen years ago. We are telling the trade: "You'll feel fifteen years younger when you operate 'Ballyhoo' of 1947 — the game which brings back the big boom days of the 1932 'Ballyhoo' game."

"Feeling fifteen years younger" serves as a time description of the coin machine industry. For, although the industry is fifteen years older in experience, engineering science and business wisdom than it was in 1932, it is truly fifteen years younger in spirit, enthusiasm and the eager will to be one of America's mightiest industries. That is one of the wonderful characteristics of the coin machine industry—as we grow older in years, we grow younger in energy and enterprise.

So, as we look ahead into the future, toward the "Ballyhoo" of 1962, we — all of us in the industry — are supremely confident that our industry will be one of the top half dozen industries in the country.

Born in a period of economic depression, we will know how to fight through future storms, if they come. We have proved our ability to serve in time of war. We amazed industrial leaders by the speed with which we re-converted to peace-time production and aided in keeping American economy on a prosperous level at a time of economic stress.

Our dreams for the future are more daring than ever, and we possess the skill, the accumulated science and, above all, the tough, young energy and faith to bring our dreams to reality. We get younger every day.

NATIONAL COIN CHANGER*

the Champ, now universally adopted by beverage vend operating industry

Why take less when you can get more

FOR THE WAY TO BIGGER PROFITS

SPECIFY VENDERS *with*

National

- COIN CHANGERS
- INTERCHANGEABLES
- SLUG REJECTORS

Automatically protected from jack-potting. National coin-changers, interchangeables, radio timers will meet underwriters' requirements! Operators know that "technically perfected" coin-changers bring in "30% extra sales." The unlimited profits of the vend industry are open to them. If YOU plan to share in these profits, follow practical experience of veteran automatic merchandisers! Make sure the "silent-salesmen" you buy are protected, equipped with coin-handling devices by NATIONAL REJECTORS, INC., World's largest manufacturer exclusively devoted to perfecting coin detecting, protecting mechanism! Marvels of mechanical simplicity and efficiency. In world-wide use. Solving every new or changing market need. For NATIONAL safety, specify NATIONAL coin devices.

FOR COIN-HANDLING PERFECTION, THE WORLD TURNS TO NATIONAL REJECTORS, INC.

FACTORY & GEN'L OFFICES: 5100 SAN FRANCISCO. ST LOUIS
AUTHORIZED SERVICE CENTERS. LOS ANGELES CHICAGO

Congratulations
TO
Bill Gersh
AND
THE CASH BOX
ON ITS
FIFTH ANNIVERSARY

GEORGE A. MILLER

★

The members of the California Music Operators Association wish to thank and congratulate Bill Gersh, the attorneys, and all coinmen who have been representing the operators in Washington on the public hearings on the Scott and Fellows Bills.

In my estimation these bills are the most outlandish of any I have ever heard presented before any legislative body.

I feel that the operators are indebted to all you people who have unselfishly given your time and efforts toward their defeat.

GEORGE A. MILLER
STATE PRESIDENT

★

CALIFORNIA MUSIC OPERATORS ASSN.

128 E. 14th STREET **OAKLAND, CALIF.**

WE'VE SEEN MANY GAMES DURING OUR LONG COIN MACHINE EXPERIENCE . . . YOU CAN TAKE OUR WORD FOR IT — THESE KEENEY GAMES ARE THE BEST ON THE MARKET

Keeney's

CAROUSEL

READY TO ENRICH OPERATORS IN NOVELTY AND FREE GAME LOCATIONS

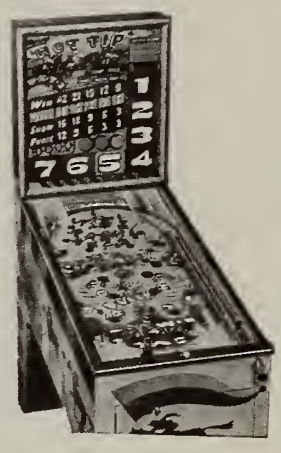
Scores up to 950,000. Seven kickout holes. It's magical. Spellbinding. Gets and holds the play. Order your "CAROUSEL" today!

Keeney's

HOT TIP

MULTIPLE SCORING WITH HIGHEST OF ALL 1-BALL CHANGING ODDS

New—Odds start with 3-6-9 12. New—"W-X-Y-Z" bumpers and many other play producing features. It's fast. It's terrific. Take a tip—it's Keeney's "HOT TIP"!



Bill Gersh and Joe Orleck:

As one of your old friends, going back to the "good old days", I want to congratulate you on the FIFTH ANNIVERSARY of THE CASH BOX

Willie Blatt

SUPREME DISTRIBUTORS, Inc.

3817 N. 2nd AVE., MIAMI, FLA. • 49 RIVERSIDE AVE., JACKSONVILLE, FLA.

Passes 10,000 Mark For Downey-Johnson Coin Counters

CHICAGO—Charles (Jimmy) Johnson of Globe Distributing Co., this city, celebrated this past week with the announcement that the firm had well passed the 10,000 sales mark on Downey-Johnson Coin Counters.

"And", Jimmy stated, "what is most remarkable and most outstanding is the fact that there hasn't ever yet been a single return from anyone who purchased one of the Downey-Johnson Coin Counters".

According to Vince Murphy, General Manager of the firm, "We believe that before the year is over that we will have doubled the 10,000 sales figure which we are at present celebrating. Even Jimmy now realizes that the Downey-Johnson has been the most phenomenal machine of its kind ever yet presented to the coin machine trade. We look to many repeat orders as well as a flood of new orders as more and more of the coinmen become acquainted with the marvelous efficiency of the Downey-Johnson Coin Counter".

Our

Best Wishes

to

Bill Gersh

and

The Cash Box

for

Continued Success

Fagman, Inc.

Sherman Hotel, Chicago

Haberdashers to the Coin Machine Industry

★

Congratulations

to

The Cash Box

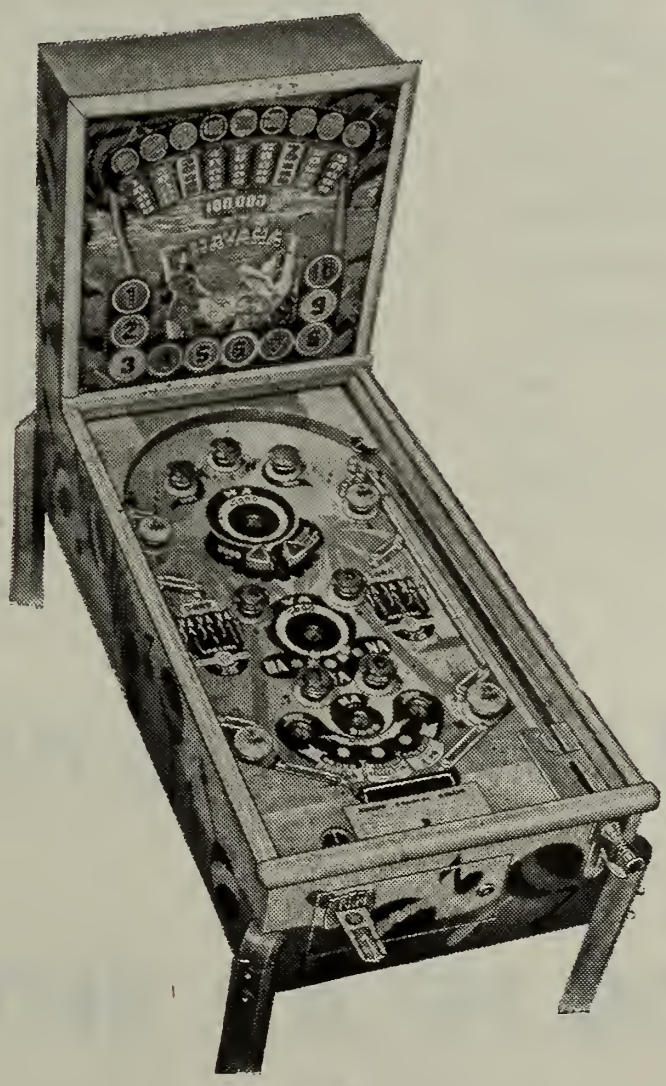
on its

Fifth Anniversary

from the

manufacturer of

HAVANA



MEMBER

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY CHICAGO 40, ILLINOIS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

MILLIONS OF PEOPLE (YOUR CUSTOMERS) ARE MORE RECORDING-CONSCIOUS . . . MORE PICTURE-CONSCIOUS THAN EVER BEFORE. THAT'S WHY THE *VOICE-O-GRAPH AND THE *PHOTOMATIC WILL BE A WONDERFUL SOURCE OF INCOME FOR YOU.

*Trade Mark

MEMBER

Automatic Voice-Recording . . . with the VOICE-O-GRAPH. Automatic Picture-Taking . . . with the PHOTOMATIC. Here are two world-famous Coin-Operated Machines . . . streamlined to the modern tempo of machine design, more attractive than ever . . . more profitable than ever . . . and more popular than ever because there are more picture-taking fans and more recording fans than ever before.

"FLY" THIS COUPON TO US —TODAY! WE'LL SHOW YOU PROOF OF THE MARVELOUS, *STEADY* EARNING POWERS OF THESE TWO MACHINES.

VOICE-O-GRAPH

Produces a recording, plays it back and delivers it within 2 minutes. Any modern home phonograph can replay it. Special mailing envelopes vended for additional coin.

PHOTOMATIC

A remarkable year in and year out profit-maker. Snaps, develops, prints and delivers a beautifully framed picture in less than a minute. No attendant necessary.

TODAY — TOMORROW — NEXT MONTH — NEXT YEAR . . . YEAR IN and YEAR OUT — PROFITS steady and consistent with VOICE-O-GRAPH and PHOTOMATIC.

International Mutoscope Corporation
44-01 Eleventh Street
Long Island City 1, N. Y.

☐ Send me complete details on Voice-o-Graph and Photomatic.

Name .....
Firm .....
Address .....
City ..... Zone.....State.....

(L-6-30)

Congratulations

to

THE CASH BOX

On Its

FIFTH ANNIVERSARY

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, President

44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

EARTH ANNIVERSARY

OR THE

THE CASH BOX

AT

Conditions

"HEADS UP" COIN MACHINE MEN

By J. A. Weinand

Sales Manager, Phonograph Division of

Rock-Ola Manufacturing Corp., Chicago

If there is one thing that should make all coin machine men boiling mad, it is to have this fine business of ours referred to in a derogatory manner. The "whitewash" has been off of the windows for a long while, and it is about time that all of us connected in any way with this business start taking exception to unfair remarks directed towards us.

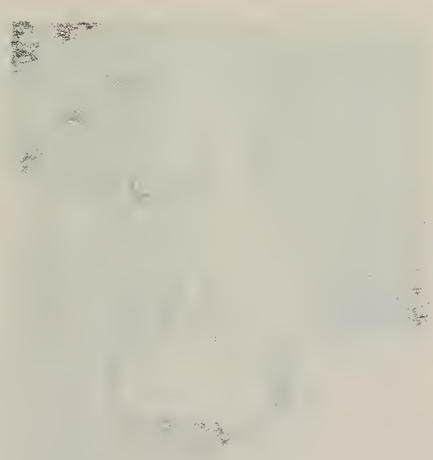
We know that this business has grown up and that the people connected with it are just as honest, reliable, and upright business men as the grocer on the corner and the banker downtown; still, repeatedly, remarks are made in the press, in our places of business, in the law courts, etc., that we allow to pass without an answer.

While there are many good things being done in the industry that are attracting favorable comment, such as the Cleveland "Hit Tune Party", the Philadelphia "Click Tune Party" and the fact that coin machine men are always called upon and figure prominently in civic and charity drives, there are so many equally fine things that are done every day that we never talk about and they never reach public attention.

Let us resolve today that each one of us, in our own small way, become, a "One-Man Public Relations Organization" acquainting all who will listen, with the full, true facts about the fine business we are engaged in.

Let us straighten up that backbone, square up those shoulders, harden up the jaw, hold the head up and look these critics straight in the eye and please don't make excuses, but do a good sales job of straightening them out as to the fine merits of the coin machine business — a business all of us are proud of.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!



Tap the 'Rich' Bowling Market

AMERICA'S NEWEST SPORT!

STRIKES 'N' SPARES

The Automatic Bowling Alley

- SETS THE PINS
- KEEPS THE SCORE
- ONE EXTRA BALL FOR SPARES
- TWO EXTRA BALLS FOR STRIKES

The Double Dime Game With the Phenomenal Earning Power

- **There is no Substitute for Facts:**

STATISTICS SHOW THERE ARE **16,500,000** BOWLERS NOW BOWLING IN **25,000** ORGANIZED LEAGUES IN ONLY **52,000** CERTIFIED BOWLING ESTABLISHMENTS

- **Cash in on the Universal Desire to Bowl -**

growing bigger and bigger every year. See your distributor today. Learn about the phenomenal earnings of the most outstanding Amusement Game ever manufactured.

ALLITE

ALLITE MFG. COMPANY

MAIN OFFICE AND FACTORY • 5732 DUARTE ST. • LOS ANGELES 11, CALIF.

ALLITE

CONGRATULATIONS

TO

Bill Gersh

AND

THE CASH BOX

★

S.C.A.M.OA. EXPECTS TO DO AS MUCH FOR SOUTHERN CALIFORNIA OPERATORS AS YOU, BILL GERSH, HAVE DONE FOR THE INDUSTRY THROUGHOUT THE NATION.

★

From All Officers, Directors and Members

OF THE

SOUTHERN CALIFORNIA AUTOMATIC MUSIC OPERATORS ASSOCIATION

1709 W. PICO BLVD. LOS ANGELES, CALIF.

E. JAY BULLOCK, Managing Director

Affiliated With Music & Games Unit Local No. 1052, I.B.E.W., A. F. of L.

THE CASK BOX

AND

BILL OSTERP

TO

CONGRATULATIONS

Coin Machine

Acceptance Corporation

A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

CMAC

RECOGNIZED BY THE COIN MACHINE INDUSTRY AS THE LEADER IN EXPERIENCE AND RESOURCES

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS

717 MARKET ST.
SAN FRANCISCO, CALIF.

761 PEACHTREE ST., N.E.
ATLANTA, GEORGIA

710 CONSTRUCTION BLDG.
WOOD & AKARD STS.
DALLAS, TEXAS

Foresees Ten Year Mdse. Machine Boom

WALTER A. TRATSCH

CHICAGO—R. L. Budde, assistant to Walter A. Tratsch, president of A.B.T. Manufacturing Corp., this city reported this past week, "Mr. Tratsch believes that the future of the coin machine industry is as bright, or brighter, than it has been in all his years of experience".

He explained, "He refers most fluently to the prospects of automatic merchandising for the coming five to ten years. Almost any type of merchandise, regardless of physical character, can be sold via a coin mechanism. The world is becoming coin machine conscious and Mr. Tratsch believes that the tremendous potentialities of the coin machine industry have, to date, only been scratched."

Congratulations

from

Murray Arnold

and

Joseph Schlanger

on the

Fifth Anniversary

of

"The Cash Box"

★

West Shore Envelope Company

145 Spring Street ☆ New York City

TELECOIN

presents

TELECOIN QUIZZER

THE NEWEST, FASTEST NICKEL-EARNER . . . . OPENS NEW FIELDS . .

VISIT A SHOWING THIS MONTH

New York City	July 8-9-10	Hotel Commodore
Cleveland	July 14-15	Hotel Carter
Chicago	July 17-18	Hotel Stevens
Dallas	July 23-24-25	Hotel Adolphus
Atlanta	July 29-30	Hotel Henry Grady

All showings will he open from 9 A.M. to 7 P.M. each day. Come see the TELECOIN QUIZZER, try it yourself, get the full story.

Also on display will be the new TELE-JUICE—coin-operated, automatic dispenser of refrigerated, canned fruit and vegetable juices; the famous TELECOIN SYSTEM RADIO and the BENDIX Automatic WASHER as operated in Launderettes, Apartment Houses and Industrial locations.

WEST COAST OPERATORS

Inquire at specific Telecoin offices in Los Angeles and San Francisco for showing dates in these cities.

NOTE: TELECOIN QUIZZER is distributed nationally, and sold direct to operators, by the Special Products Division of Telecoin Corporation.

BRAIN-TEASER *and* SPEED TEST

TELECOIN QUIZZER offers a choice of eight subjects at a time, 1000 quizzes *on each subject* before repeating! The player selects the subject, then deposits the coin. A series of five questions is asked—with 15 seconds allowed for answering each question. Player registers answer by pressing one or more buttons. Green light indicates correct answer; red light, incorrect. The player's score is automatically tabulated on the TELECOIN QUIZZER score Register—based on *speed* as well as on right or wrong answers.

MAKES MONEY FAST

75 seconds of playing time for five cents means a high earning capacity.

TESTED

In a seven weeks' test period, a Chicago location earned an average of $70 per week.

OPENS NEW FIELDS

Educational as well as entertaining; merits locations in steamship, airline, railroad and bus terminals; school and university recreation centers; athletic and country clubs; youth centers; Army and Navy recreation centers; hospitals; hotels; resorts; Launderettes; Union and convention halls and amusement centers generally. A proved income increaser for locations already established.

THE PUBLIC IS SOLD

The dozens of ever-popular radio quiz programs have built a ready market for you. At any one time, each of your machines offers the quiz fan 8,000 quiz questions *without repeating*—at five questions for a nickel.

APPEALS TO ALL

Man or woman, child or adult—everybody's pet subjects are covered—from sports, movies, radio and comics to foods, cities, wars and laws . . . 600 subjects—1000 questions on each—8 subjects at a time on one machine.

SIMPLE MAINTENANCE

Components are standard — relays are plug-in type. Subjects are changed *on the spot* in a matter of seconds (one thumb screw!).

TELECOIN
CORPORATION

12 East 44th Street New York 17, N. Y.

Aireon Has "Blonde Bombshell" Mystery

NEW YORK—There is much discussion thruout the country, according to noted music machine distribs here, regarding a "blonde bombshell" which Aireon Mfg. Corp. of Kansas City, Kans. is preparing to spring on the trade.

As yet no one seems to know whether this is, or is not, a machine of some kind, whether it is some sort of auxiliary music unit, or whether it is a new model which Aireon is producing.

One noted distributor here, told others present regarding this mystery, "Whatever it is, I hear that it's absolutely sensational. What's more I haven't as yet been able to get any information regarding it, not even from Aireon's regional managers.

"There must be something of a really secretive nature if this phonograph manufacturer refuses to tell us what it is and, yet, everyone knows that there's a 'blonde bombshell' on the way from Aireon".

Gusses range all the way from a new model Aireon phono, to a girl chosen to represent the firm. Some insist that it must be a new type of unit for the automatic music trade never before presented which Aireon is ready to pop with and create a great surprise in the field.

As yet, regardless of all guesses and discussion, the Aireon 'blonde bombshell" remains a mystery unless some reader of *The Cash Box* can enlighten all the phono trade.

6 WS2Z SEEBURG WIRELESS BOXES, 20 RECORDS, Ea. $20.00
BUCKLEY CHROME BOXES, HINGE TYPE, 24 RECORDS, Ea. 15.00
BUCKLEY GOLD BOXES, HINGE TYPE, 24 RECORDS, Ea. 12.00
All Cleaned, Checked, A-1 Shape.
1/3 Dep. Bal. C.O.D.
M. LUBER
503 W. 41st (LOngacre 3-5939) New York

Mahzel Tov
Bill Gersh
•
BELL PRODUCTS CO.
2000 N. OAKLEY AVE.
CHICAGO, ILL.
Al Sebring Harry Salat

COIN MACHINE FILMS
NEW ISSUES MONTHLY
SOUND SUBJECTS $36
Write for Literature
QUALITY PICTURES CO.
5634 SANTA MONICA BLVD.
HOLLYWOOD 38, CALIF.

.. MAPE'S BETTER BUYS!

Save Record Wear
CRYSTAL PICKUP CONVERSION KITS
For all Seeburg Phonographs
Tone Arm and Crystal
Elec. Cut-off Switch
Elec. Cancel Coil
24 Volt Transformer
Cancel Button
Volume Control
Wire Leads
COMPLETE PACKAGE $19.95
Modernize Your Old Equipment in 20 Minutes

SPECIALS
SEEBURG Baromatics, 5, 10, 25c Wireless..$ 29.50
SEEBURG Baromatics, 5, 10, 25c—3-Wire.... 24.50
SEEBURG Wallomatics, 5c-Wireless 24.50
SEEBURG Wallomatics, 5c - 3-Wire 22.50
With new Seeburg Metal Covers (For Wallomatics) 2.50
Ivory Finish — additional $2.50 per box
PACKARD Wallboxes (used) 24.50
BUCKLEY Chrome Boxes 15.00

FEATURE ITEMS
PICKUP COILS (for all Seeburgs, including Hitones) 1.50
FIBRE INSERTS (For Seeburg Wall Boxes) Sets each 25c — Minimum Order 10 Sets 2.50
B-3 CRYSTAL PICKUPS — DATED — Rock. or Mills 2.75

Electric Cancels and Cut-Off, for all Seeburg Phonographs (complete) 7.95

REPLACEMENT MOTORS
For Wurlitzer-Seeburg Phones .....ea. $19.50
110V-60 Cycle—Reconditioned Motors—
Will Give Excellent Service — 30 day Guarantee

PLASTIC SHEETS
20"x50" (red) 60 Gauge — each .....$ 9.50
20"x50" (red) 30 Gauge — each 6.50
20"x50" Talking Gold Grill Cloth 7.50

Quantity Discounts — Write for Prices

TERMS: ½ deposit with order, balance C.O.D. F.O.B. Los Angeles or San Francisco.
SAN FRANCISCO, General Office:
284 Turk Street · Phone PRospect 2700
STOCKTON:
21 No. Aurora Street · Phone 7-7903
LOS ANGELES:
1701 W. Pico Boulevard · Phone DR. 2314

E. T. MAPE Distributing Co. INCORPORATED
SAN FRANCISCO
STOCKTON
LOS ANGELES

All Merchandise TRIPLE-WARRANTED by Pacific Coast's largest distributor of coin operated equipment.

Congratulations
to
The Cash Box
and the grand job done for all the industry for the past five years
ZODI
prophesies good health and good business for many more than 5 years to all the operators who are buying the
ZODI HOROSCOPE
Investigate ZODI today for bigger, steadier profits!
DON KINTZEL **COINTROL, Inc.**
166 W. JACKSON BLVD., CHICAGO, ILL. (Tel: WABash 6613)

Congratulations

to

The Cash Box

The Official Automatic Music Merchants' Magazine

on its

Fifth Anniversary

from

WINDSOR PHONOGRAPH CO.

(Distributors of Rock-Ola Products in Northern Ohio)

1648 ST. CLAIR AVENUE, CLEVELAND, OHIO

Stockholder Members

J. C. MUSIC COMPANY
Cleveland, Ohio

J. R. MUSIC COMPANY
Cleveland, Ohio

ATLAS MUSIC COMPANY
Cleveland, Ohio

O & O AMUSEMENT COMPANY
Cleveland, Ohio

KENNEY AMUSEMENT COMPANY
Cleveland, Ohio

ASSOCIATED SERVICE COMPANY
Cleveland, Ohio

POPULAR MUSIC COMPANY
Cleveland, Ohio

PARKER MUSIC COMPANY
Cleveland, Ohio

ACE PHONOGRAPH COMPANY
Cleveland, Ohio

GEORGE ZOLLOS
Cleveland, Ohio

VICTORY MUSIC COMPANY
Cleveland, Ohio

METRO MUSIC COMPANY
Cleveland, Ohio

J. B. NOVELTY COMPANY
Cleveland, Ohio

L. & N. MUSIC COMPANY
Cleveland, Ohio

J. L. MUSIC COMPANY
Cleveland, Ohio

OHIO DISTRIBUTING COMPANY
Cleveland, Ohio

MODERN MUSIC COMPANY
Cleveland, Ohio

BEST NOVELTY COMPANY
Cleveland, Ohio

LEIF AUTOMATIC MUSIC COMPANY
Cleveland, Ohio

NORTHERN AUTOMATIC MUSIC COMPANY
Cleveland, Ohio

SIDNEY CLARY
Cleveland, Ohio

FRANK NARDI
Cleveland, Ohio

JOSEPH MIKLOVIC
Cleveland, Ohio

EXCEL PHONOGRAPH COMPANY
Cleveland, Ohio

S. S. PHONOGRAPH COMPANY
Cleveland, Ohio

OHIO AMUSEMENT & VENDING COMPANY
Cleveland, Ohio

GEM MUSIC COMPANY
Cleveland, Ohio

TRIANGLE MUSIC COMPANY
Cleveland, Ohio

WESTERN MUSIC COMPANY
Cleveland, Ohio

B. T. NOVELTY COMPANY
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V & J MUSIC COMPANY
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TAVERN SOUND COMPANY
Rocky River, Ohio

ATTEWELL MUSIC COMPANY
Rocky River, Ohio

ROY GEORGE MUSIC COMPANY
Painesville, Ohio

VARIETY AMUSEMENT COMPANY
Painesville, Ohio

JOHN BOU-SLIMAN
Parma, Ohio

DELBERT WHITMAN
Lorain, Ohio

GEORGE BRICKER
Litchfield, Ohio

LORAIN MUSIC COMPANY
Sheffield Lake, Ohio

CENTRAL MUSIC COMPANY
Strongsville, Ohio

ACE MUSIC COMPANY
Youngstown, Ohio

CASTLE MUSIC COMPANY
Youngstown, Ohio

CARMAN PARISI
Youngstown, Ohio

UNIVERSAL AMUSEMENT COMPANY
Youngstown, Ohio

FIVE STAR AMUSEMENT COMPANY
Youngstown, Ohio

HOFFMAN AMUSEMENT COMPANY
Warren, Ohio

H. W. BUBEL
Warren, Ohio

TRI-STATE AMUSEMENT COMPANY
Sharon, Penn.

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS HAMMERLOID OR WRINKLE

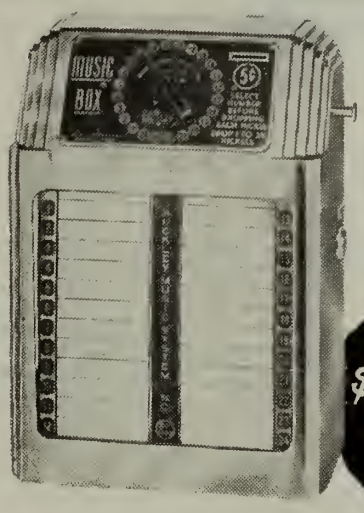
YOUR CHOICE OF:

Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.

- **Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.**
- **Club Handle and Handle Collar chrome plated.**
- **Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.**
- **5c-10c-25c chrome Denominator Coin Intake.**
- **Payout Cups with anti-spoon Cup.**
- **Drillproof Plates.**

$50.00

THE NEW Music Box



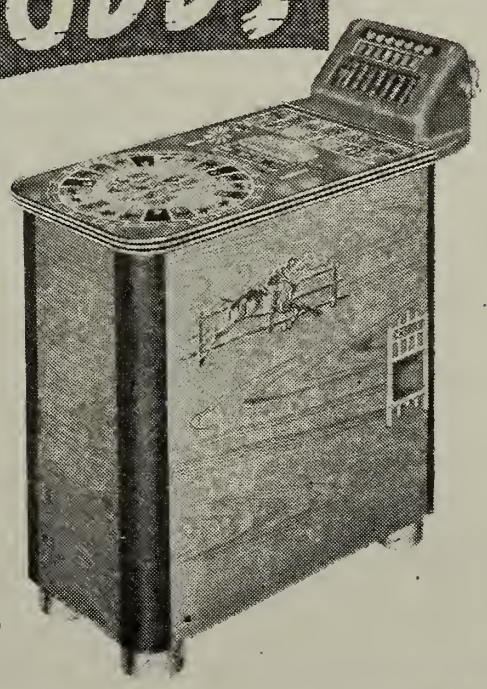
$25.00

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates ond attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal mokes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS



BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and outearn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

Keeping Faith

By William H. Krieg

President and General Manager of

Packard Mfg. Corp., Indianapolis, Ind.

The time is now here for our great automatic music industry to take another forward step. The public and the operators are entitled to "nothing but the finest" in phonographs and music reproduction, especially in view of the tremendous advances made in electronics and design during the war. As manufacturers, *we must continue to keep faith.*

The music loving patrons are the operator's customers; the locations, his place of business. To *both* he must give the maximum in entertainment and service if he expects to profit.

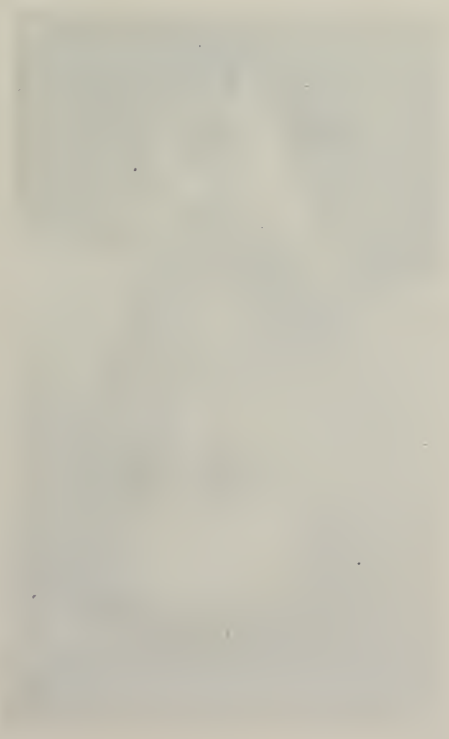
This fact is paramount . . . in the *profit of the operator* lies the success of this whole industry. This success requires revolutionary phonographs the locations will accept — *even demand* — knowing that, because of increased play, profits to *both* operators and locations will be *increased*.

The salvation of the operator *is* in being able to ask for . . . AND GET . . . a bigger share of the gross receipts! So, I say, move the operator's percentage "off dead center."

The responsibility of manufacturers is to bring out, without further delay, postwar equipment that is so fine, so luxurious, so advanced in design and tonal qualities that operators *can* ask for . . . AND GET a bigger percentage of the gross receipts.

With higher profits for operators and better service for our patrons, the industry will be ON THE MARCH!

AND PACKARD IS KEEPING FAITH!



BETTER DISPLAY! SUPER SERVICE!

28,000 SQUARE FEET!

CMI MEMBER

CMI

SPECIAL!!

10c-25c SANITARY VENDERS

$22.50

OUR SUPER VALUES!

6 5c KEENEY BONUS SUPER BELL, Like New	$425.00
3 25c KEENEY BONUS SUPER BELL, Like New	449.50
9 MILLS JUMBO PARADE, FP. or P.O. Late Head	69.50

NEW PIN GAMES

BALLY DOUBLE BARREL	$175.00
UNITED HAVANA	295.00
BALLY BALLYHOO	279.50
BALLY ROCKET	279.50
CHICOIN PLAYBOY	279.50
KEENEY CAROUSEL	295.00
GOTT. LUCKY STAR	294.50
MARVEL LIGHTNING	295.00
WMS. CYCLONE	304.50
EXH. CROSSFIRE	299.50

ARCADE MACHINEES

SPEEOWAY BOMBSIGHT	$385.00
ADVANCE ROLL	499.50
BASKET B. CHAMP	499.50
POKERINO	279.50
METAL TYPER	445.00
GOALEE	314.50
BOOMERANG	295.00
ARISTO-O-SCALE	115.00
MIR-O-SCALE	125.00
WATLING FORTUNE	WRITE

ONE BALLS

BALLY ENTRY, P.O.	$595.00
SPECIAL ENTRY, F.P.	595.00
GOTT. DAILY RACES	650.00

NEW COUNTER GAMES

POP-UP	$ 49.50	IMP., 1c or 5c	$ 14.50
ABT CHALLENGER	49.50	DAVAL OOMPH	59.50
FOLDING STAND	11.95	BEST HAND	59.50
GOTT. GRIP SCALE	39.50	MEX. BASEBALL	59.50
GRIP-VUE	49.95	SKILL THRILL	57.40
BASKETBALL, 1c	39.50	FREE PLAY	65.00
WITH STAND	49.50	HEAVY HITTER	184.50
KICK. & CATCHER	37.50	WITH STAND	196.50

NEW SLOTS

	5c	10c	25c	50c
JENNINGS LITE-UP CHIEF	$324	$334	$344	$454
JENNINGS STANDARD CHIEF	269	279	289	399
MILLS BLACK CHERRY	248	253	258	338
MILLS GOLDEN FALLS, H.L., 2-5	258	263	268	348
WATLING ROLATOP	175	200	225	300
GROETCHEN DE LUXE CLUB COLUMBIA				$209.50
GROETCHEN COLUMBIA, JP				145.00
MILLS VEST POCKETS	$74.50—LOTS OF 5			65.00

SLOT SAFES, STANDS, COUNTERS

CHICAGO METAL REVOLVAROUND—OE LUXE Single, $119.50; Ooubie, $174.25; Triple	$202.00
CHICAGO METAL REVOLVAROUND SAFES—UNIVERSAL. Single, $79.50; Ooubie	116.75
HEAVY REVOLVAROUND SAFES—10-GAUGE STEEL. Single, $175; Ooubie	225.00
BOX STANOS $27.50 FOLDING STANDS	
DOWNEY-JOHNSON COIN COUNTER	217.50
ACE COIN COUNTER AND CARRYING CASE	159.50

NEW CONSOLES

BALLY TRIPLE BELL	$895.00
DE LUXE DRAW BELL	512.50
MILLS 3 BELLS	645.00
JENN. CHALLENGER	595.00
EVANS BANGTAILS	671.50
EVANS WINTERBOOK	826.00
EVANS RACES	931.00
BAKERS PACERS, 5c, O.O.	668.50
BAKERS PACERS, 25c, D.D.	747.50
GROETCHEN TWIN FALLS	485.00

VENDORS

SILVER KING, 1c or 5c NUT OR BALL GUM	$ 13.95
SILVER KING HOT NUT VENOOR	29.95
VICTOR MODEL V, 1c GLOBE TYPE	11.75
CABINET TYPE	13.75
25c SANITARY VENOORS	22.50
FOR ALL SPECIAL USES	WRITE

USED PIN GAMES

DYNAMITE	$189.50	YANKS	79.50
SHOW GIRL	179.50	GENCO OEFENSE	74.50
SPELLBOUND	169.50	HI HAT	69.50
FAST BALL	164.50	TEXAS MUSTANG	69.50
SUPERLINER	169.50	TOPIC	69.50
STEP UP	159.50	SPOT POOL	69.50
SUSPENSE	149.50	GENCO VICTORY	69.50
MIDGET RACER	139.50	GUN CLUB	67.50
BIG LEAGUE	134.50	STAR ATTRAC.	64.50
STAGE OOOR CANTEEN	124.50	BELLE HOP	64.50
SURF QUEEN	119.50	LEGIONNAIRE	59.50
BIG HIT	119.50	DOUBLE PLAY	59.50
FRISCO, F. S.	109.50	ALL AMERICAN	59.50
SKY CHIEF	109.50	CHAMPS	59.50
LIBERTY, GOTT.	109.50	BOLAWAY	59.50
AIR CIRCUS	99.50	SHOW BOAT	59.50
BIG PARAOE	99.50	STARS	59.50
KNOCK OUT	99.50	CAPT. KIOO	59.50
KEEP 'EM FLYING.	99.50	VENUS	59.50
TRAOE WINDS	99.50	TOWERS	59.50
SOUTH SEAS	99.50	MIAMI BEACH	57.50
RIVIERA	99.50	ABC BOWLER	57.50
WAGON WHEELS	99.50	'41 MAJORS	57.50
COVER GIRL	94.50	INVASIONS	54.50
FLAT TOP	89.50	SEVEN UP	54.50
ARIZONA	89.50	PARATROOPS	54.50
SANTA FE	89.50	BOMBARDIER	54.50
OKLAHOMA	89.50	TEN SPOT	54.50
STREAMLINER	89.50	STRATOLINER	54.50
5-10-20	$84.50	PLAY BALL	54.50
MIDWAY, UNITEO	79.50	DRUM MAJOR	49.50
BOSCO	79.50	MARINES	47.50
		BIG CHIEF	47.50

SLOTS

5c MILLS BLUE FRONT, ORIG.	$109.50
10c MILLS BLUE FRONT	119.50
25c MILLS BLUE FRONT	129.50
5c BROWN FRONTS	119.50
10c BROWN FRONTS	129.50
25c BROWN FRONTS	139.50
VEST POCKETS, 1946 Model	59.50
5c BLACK CHERRY, ORIG., 2-5	179.50
10c BLACK CHERRY, NEW, 3-5	225.00
5c BLACK CHERRY, REC.	149.50
10c BLACK CHERRY, NEW REB.	169.50
5c JENN. SILVER CHIEF	99.50
5c JENN. CLUB CONSOLE CHIEF	149.50
10c 4-STAR CHIEF	89.50
COLUMBIAS J.P., 1946 Model	99.50
5c WATL. ROLATOP, $79.50; 10c	89.50
5c PACE ROCKET, Perfect	89.50
SLOT STANDS, Comolete	17.50
5-10-25c JENN. LITE-UP CHIEFS	WRITE

CONSOLES

BAKER'S PACERS, O.O., J.P., New	$395.00
5c COMB. SUPER BELLS	99.50
BALLY SUN RAYS, F.P.	89.50
5c BUCKLEY TRACK OOOS, J.P.	435.00
HI HAND, COMB.	139.50
WATLING BIG GAME, 5c, P.O.	89.50
5c PACE SARATOGA SR., P.O.	89.50
5c PACE REELS, COMB.	109.50
JENN. FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	89.50
WATLING BIG GAME, F.P.	79.50
MILLS JUMBO, LATE HEAO	69.50
JENN. SILVER MOON, F.P.	79.50
5c BALLY CLUB BELL	129.50
25c BALLY CLUB BELL	154.50
EVANS LUCKY STAR	149.50
GALLOPING OOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-TONE	159.50

ONE BALLS

VICTORY SPECIAL	$375.00
CLUB TROPHY, F.P.	109.50
VICTORIOUS, F.P., TURF CHAMP	69.50
'41 DERBY	119.50
RECORO TIME, F.P.	89.50
LONGACRE, F.P.	219.50
TURF KING, P.O.	169.50
JOCKEY CLUB, P.O.	159.50
40 MILLS 1-2-3, F.P.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	69.50
LONGSHOT, P.O.	129.40
KENTUCKY, P.O.	149.50
BLUE GRASS, F.P.	109.50
VICTORY OERBY, P.O.	310.00

ARCADE

TOTAL ROLL, LIKE NEW	$295.00
EVANS TEN STRIKE, 1947 MOOEL	279.50
EVANS TEN STRIKE	95.00
EVANS TOMMY GUN	94.50
EVANS SUPER BOMBER	179.50
BALLY OEFENDER	119.50
BATTING PRACTICE	89.50
PIKES PEAK	19.50
GENCO WHIZZ—Like New	89.50
EXH. CARD VENDOR, Counter Model	9.50
SHOOT TO TOKYO	79.50
SHOOT THE CHUTES	79.50
CHICAGO COIN GOALEE, Like New	219.50
GOTT. 3-WAY GRIPS	19.50
CHICAGO COIN HOCKEY	119.50
MUTUSCOPE SKY FIGHTER	129.50
RAPID FIRE	99.50
PITCHEM & CATCHEM	89.50
BALLY SKY BATTLE	119.50
EXH. HAMMER STRIKER	57.50
AOVANCE SHOCKER	17.50
WESTERN'S MAJOR LEAGUE	149.50
WESTERN'S BASEBALL	89.50

ONE-HALF DEPOSIT WITH ORDER. BALANCE C.O.D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

Resolution—

Be it resolved that the Michigan Automatic Phonograph Owners Assn. acknowledge with appreciation and thanks the efforts William Gersh is making for and in behalf of the operators in attacking the Scott and Fellows Bills.

CONGRATULATIONS ON THE FIFTH ANNIVERSARY OF "THE CASH BOX"

MICHIGAN AUTOMATIC PHONOGRAPH OWNERS ASSN.

615 GRISWOLD STREET **DETROIT 26, MICH.**

Congratulations

TO

BILL GERSH

AND

THE CASH BOX

ON ITS

FIFTH ANNIVERSARY

MICHIGAN AUTOMATIC PHONOGRAPH OWNERS ASSN.

(STATE HEADQUARTERS)

GEORGE SKINAS, *President* **JACK KUSHNER, *Secy-Treas.***

FIFTH AMENDMENT

ON THE

JUNE CRUSH BOX

AND

BILL CENSUS

OF

CONSTRUCTIONS

We Are Exclusive

WISCONSIN

Distributors for

The Magnificent New 40-Selection AMI

The Sensational New Midget Movies

IMMEDIATE SHIPMENT

Wisconsin Operators

Here are the two biggest money makers on the market — for sound and sight the most finely engineered equipment available.

ORDER NOW FOR DELIVERY NOW

DISTRIBUTING CORPORATION OF WISCONSIN

219 W. GARFIELD AVE., MILWAUKEE 12, WISCONSIN

Franklin 5280

Remove Waring Records

ROCHESTER, N. Y.—James V. Alexander, vice president of the Central Coin Machine Co., this city, writes. "I, too, am in favor of removing all Fred Waring records from my juke boxes. I don't believe in doing any harm to an orchestra or band leader who thinks that letting the public hear his records is hurting his popularity."

FREMONT, O.—Bert Frost of the Frost Music Co., this city, writes, "We, too, have decided to follow the Cleveland and Ohio ops associations in withdrawing Fred Waring and other NAPA artists' records from our juke boxes.

"We are sure that this plan will meet with the approval of the Toledo Music Operators Association and the Northwestern Ohio Music Operators Association, of which groups we are members.

"Our sincere gratitude to *The Cash Box* for its untiring efforts in the operator's behalf."

Louis Boasberg

SAYS:

ask any operator or distributor who has purchased a NEW ORLEANS NOVELTY COMPANY used game, and he will tell you that our games are the finest used games on the market. Before we sell any game, said game must be checked in the following ways:

1. It must be mechanically perfect with worn-out parts replaced by brand new factory parts.
2. The game must be cleaned, brightened and made as attractive-looking as possible with the finest materials obtainable.
3. The game must be percentaged perfectly to give the correct number of free plays to insure maximum player appeal.
4. The game must be thoroughly checked and rechecked before leaving our office. This insures the game's being ready to be played just as soon as it is placed on location.
5. Our games are packed properly by experts.

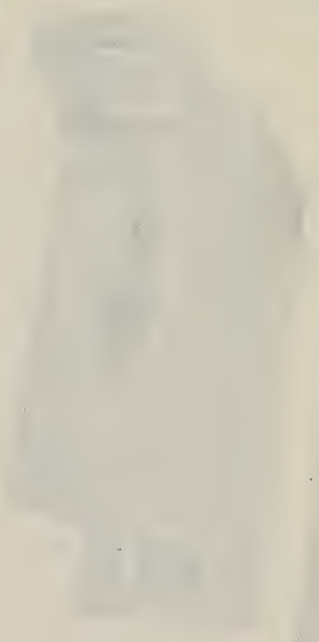
NEW ORLEANS

NOVELTY COMPANY

115 MAGAZINE ST. (Phone: RA 7904) NEW ORLEANS 12, LA.

NOVELTY COMPANY

NEW ORLEANS



Congratulations

to

Bill Gersh

and

The Cash Box

on your

Fifth Anniversary

from

Gordon Sutton

and

the entire staff of

ILLINOIS SIMPLEX DISTRIBUTING CORP.

831 SO. WABASH AVE., CHICAGO 5, ILL. (All Phones: WABash 4090)

"Exclusive Wurlitzer Factory Distributors"

Saved From Air Crash

L. C. FORCE

CHICAGO — L. C. (Lindy) Force, Salesmanager for AMI, Inc., this city, can thank his little daughter's musical bent for saving his life.

When the Capitol Airlines (Flight 410) crashed into a side of a mountain recently, Force was not aboard, because his little girl had pleaded with him to stay over and come to her piano recital.

Force took the next plane out and learned in Pittsburgh of the ill fated 410.

His plane circled the Blue Ridge area for an hour in vain hunting for a sight of the crash.

Altho Force is strictly a fatalist, chances are he'll keep that liittle girl of his practising double time from now on'

IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT

YESSIR!

THERE ARE MANY REASONS WHY

TRIMOUNT IS THE LEADER

TOP QUALITY EQUIPMENT
SPEEDY EFFICIENT PART SERVICE
PLENTY OF EQUIPMENT TO CHOOSE FROM

TRIMOUNT — THE HOME OF THE BEST

MUSIC : ARCADE EQUIPMENT : CONSOLES
COUNTER GAMES : SLOTS : ONE BALLS

TRIMOUNT REPRESENTS THE LEADING LINES

J. H. KEENEY : D. GOTTLIEB : HARRY WILLIAMS
O. D. JENNINGS : STONER MFG. CORP.

TRIMOUNT—FOR THE NEWEST AND SMARTEST IN MUSIC

PANTAGES MUSIC MIRROR

"IN NEW ENGLAND IT'S TRIMOUNT"

TRIMOUNT

COIN MACHINE CO.

40 WALTHAM ST., BOSTON 18, MASS. PHONE: LIB. 9490

INTRODUCES NEW TYPE PHONOGRAPH NEEDLE

CHICAGO — An entirely new and different type phonograph needle was introduced to the automatic music field this past week by Gordon Sutton of Illinois Simplex Distributing Co., The needle is called the "Simplex DeLuxe" and three different types are being featured. No. 1 is known as the "Featherweight" which gives medium tone; No. 2 is the "Lightweight" for loud tone and No. 3 is the "Middleweight" for extra loud playing.

An Open Letter

From Chas. W. Schlicht

Manager, Music Division of Mills Industries, Inc., Chicago

Speaking on the behalf of the various divisions of Mills Industries, Incorporated, and the Music Division in particular, the writer wishes to extend heartiest congratulations to you and your associates on the fifth anniversary of your entry into publication of *The Cash Box* and appreciation for having brought it along in such splendid shape in so very short a period of time.

One cannot help but feel optimistic for your future success and continued growth when we contemplate the remarkable strides that the coin machine industry has made and its brilliant prospects for the future.

In this great young business it seems to me that opportunity exists for everyone with the initiative and will to do their share in protecting its future welfare.

As we all know, the coin machine industry divides itself into various fields. It was not so many years ago when the operator went his own separate way pursuing his business without any regard for what the future held forth and without regard for the welfare or rights of his fellow operator, his jobber or distributor, or the manufacturer with whom he dealt.

While this condition has not been completely reversed, it has certainly been corrected to a great extent and should in due course of time be corrected completely. Much of this advancement has in my opinion been directly due to the creation and growth of the various trade associations within the industry — national, state, and local.

Within the past two years it has been my privilege to attend many functions of these various trade groups, every one of which I have always found instructive, interesting, and enjoyable. I cannot call to mind a single of these functions at which *The Cash Box* was not in attendance and entirely willing to cooperate in any possible manner. Looking at the industry from a viewpoint of manufacture, I feel everyone will agree when I say that one of the greatest strides made in recent years has been the entry of new and financially sound concerns. This entry into the manufacture of coin-operated equipment has been so great that no concern today enjoys a preponderant amount of influence in any particular field.

By the same token we have had enter into this business a good many up-and-coming new young executives and unless I miss my guess some of these whom I have met are going to set records in the way of leadership and creative ability that will rank alongside the past and present dominating figures of our industry.

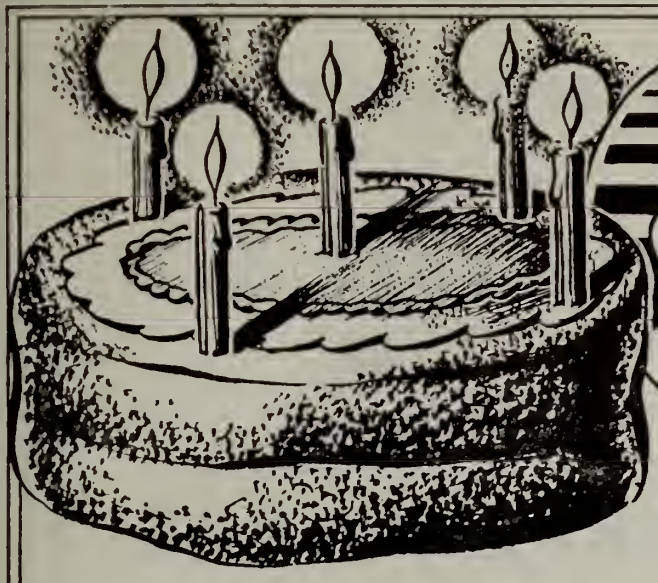
True, the coin machine business has had its ups and downs and today is faced with many problems, but after all, the problems of today are no greater than the problems of fifteen or eighteen years ago. We figured out means of solving them then and those that confront us today will be solved now.

The business in itself is bigger than any one individual, group of individuals or manufacturers.

Automatic coin machine operation has a definite place in the economy of this country and the prospects by and large are so vast that there is no reason why it, with proper unity and intelligent leadership, cannot take its place in the vanguard of America's basic industries.

What I have told you in this letter may sound visionary, but I am willing to wager you a new hat that I am right.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!



Congratulations Cash Box, on your 5th Birthday

...and best wishes for many more!

GOTTLIEB'S

Lucky Star

Gottlieb's latest sensation —with thrilling new kick-out automatic scoring feature. Beautiful eye-catching cabinet. Super-high score. Fast action, socko appeal, slam-bang earning power! Lucky Star will be your "lucky star performer" in putting new life into those locations, no matter how tough.

Bally's Ballyhoo

Amazing new 5 or 3 ball novelty or replay Bally game with 7 kickout holes, new improved mechanical electrical units, and super-high score up to 560,000! Wild, weird action draws the players—special scoring and terrific suspense keeps them playing. With Ballyhoo, you get a profit-maker without equal.

*ECIFIRCAS

*Yes, That's What We Mean: "SACRIFICE"!

Here is Your chance to buy at real savings!

USED CONSOLES

Bally Regular Draw Bells	$250.00
Bally Deluxe Draw Bells	275.00
Keeney Bonus Bells	325.00
Pace's Reels with Rails	73.50
Bally Big Top, Free Play	55.00
Keeney Super Bells, 5c Play	99.50
Jennings Silver Moon	49.50
Bally Club Bells	95.00
Mills Jumbo Parade, Cash Payout	49.50
Jungle Camp	39.50
Bally High Hand	72.50
Bally Roll 'Em	72.50
Bally Sun Ray, Free Play	74.50
Genco Whizz	84.50

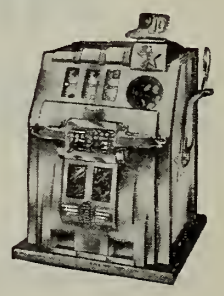
NEW CONSOLES

Bally Deluxe Draw Bells	Write
Bally Triple Bells	Write
Daval Free Play	$ 49.50

Write or Wire for
Complete list and prices on other bargains!

All merchandise is being offered subject to prior sale.
Send one-third certified deposit with order, balance c.o.d. or sight draft.

Slots—brand new in Original Cases



Pace

Deluxe Cherry Bells, Chrome Finish
1 Cherry or 2 Cherry Payout
5c, 10c, and 25c Play

Write for Special Price

B. D. Lazar Co.
1635 FIFTH AVENUE
PITTSBURGH
Phone Grant 7818

Member of Coin Machine Industries, Inc.

Congratulations
TO
THE CASH BOX
ON ITS
FIFTH
ANNIVERSARY

★

★

THE BINGHAM PHOTO ENGRAVING CO. INC.
330 WEST 42ND ST. NEW YORK

Lee R. Libby Tells Rep. Frank Fellows

PORTLAND, ME.—Lee R. Libby of the Maine Automatic Music Co., this city, in an interchange of correspondence with Representative Frank Fellows who introduced the ASCAP (American Society of Composers, Authors and Publishers) sponsored bill, H.R.2570, which coinmen of the automatic music field are fighting so desperately hard in Washington at this time wrote Rep. Fellows that the juke box industry was already giving the artists much more than just a "small share of the profits" and that this industry was extremely heavily taxed, in addition to the intended taxation contemplated by ASCAP and other such organizations.

Libby wrote his letters clearly and to the point and there is no doubt that Rep. Fellows now realizes that everyone of the locations of Maine Automatic Music in the state of Maine as well as all the small businessmen in that state will stand back of Lee Libby and fight every move of Rep. Fellows and his H.R.2570 bill.

Libby wound up one letter with the following, ". . . such a law as you propose would put many operators out of business completely. What, thereby, do you profit?"

It's What's In The Cash Box —That Counts

C'MON IN AND SEE...
THE NEW, SENSATIONAL
PACKARD
"MANHATTAN"
COMMERCIAL PHONOGRAPH
with the
"Million Dollar" Features
HOMER E. CAPEHART'S
GREATEST ACHIEVEMENT FOR THE
AUTOMATIC MUSIC INDUSTRY

★

GEORGE J. YOUNG DISTRIBUTING CO.
3302 COLLEY AVENUE NORFOLK 8, VA.

Charles (Jimmy) Johnson and Vince Murphy

of

GLOBE DISTRIBUTING COMPANY

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. (TEL. ARMITAGE 0780)

Congratulate

Bill Gersh

on the Fifth Anniversary of

The Cash Box

•

"We're growing right along with you"

•

Alabama Music Ops Have Three Bills in State Legislature

COL. R. E. L. CHOATE

MONTGOMERY, ALA.—The Alabama Music Ops Assn., according to their business manager, R. E. L. Choate, now have three bills before the state legislature

H.B.235 is aimed to smooth out present licensing law. It aims to keep state licenses at same level as 1940, that is $1 for penny machines and $8 per year for machines featuring from 5c to 25c coin chutes.

The other two bills are H.B. 370 and 371. H.B.370 restricts communities from charging more than 50 per cent of the license fees

H.B.371 gives the municipalities the right to levy a reasonable license on vending machines

C'MON IN AND SEE...

THE NEW, SENSATIONAL

PACKARD

"MANHATTAN"

COMMERCIAL PHONOGRAPH

with the

"Million Dollar" Features

HOMER E. CAPEHART'S

GREATEST ACHIEVEMENT FOR THE

AUTOMATIC MUSIC INDUSTRY

★

PACKARD DISTRIBUTING COMPANY

534 NO. NINTH ST. • MILWAUKEE 3, WIS.

(All Phones: DAly 3991)

ALFRED SALES, INC. of BUFFALO, N. Y.

★ JUST PURCHASED A LARGE ROUTE ★

Equipment Pulled Off Location — Put Thru Our Reconditioning Dept. — Every Piece the Way We Would Want To Buy It. We Have Got To Turn It Over Fast — Price and Our Reputation Will Do It.

USED 5 BALLS

These Were Good When We Got Them and Better Now — Cleaned — Worn Parts Replaced — You'll See What We Mean.

	Each		Each
4 Surf Queens	$119.50	1 Paratroops	29.50
2 Big Hit	109.50	1 4 Roses	39.50
2 Stage Door Canteen	109.50	1 Victory	44.50
2 Bosco	49.50	1 Southpaw	44.50
2 Grand Canyon	84.50	1 New Champ	44.50
1 Majors 1941	34.50	1 Play Ball (New Champ. Conv.)	49.50
1 Bombardier	54.50	1 G.I. Joe (Jungle Conv.)	39.50

Many United Conversions and others which limited space prevents listing.

M-U-S-I-C

	Each
3 Wurlitzer 61 (Counter Model with brand new trays)	$ 84.50
3 Wurlitzer 71 (Counter Model with brand new trays)	109.50
4 Wulitzer 600R (Counter Model with brand new trays)	179.50
3 Wurlitzer 600K (Counter Model with brand new trays)	189.50
1 Wurlitzer 780E (Colonial)	329.50
1 Wurlitzer 800 (Colonial)	319.50

If you have purchased any used phonos from us before —you know of our processing service—they Must have Service Manager approval stamp before leaving shop.

PHONOGRAPH AUXILIARY EQUIPMENT

	Each		Each
2 No. 100 Wurlitzer Wall Boxes	$ 8.50	24 No. 145 Wurlitzer Steppers Boxes	27.50
2 No. 120 Wurlitzer Wall Boxes	9.50	2 No. 580 Wurlitzer Wall Boxes & Speaker	139.50
30 No. 125 Wurlitzer Wall Boxes	22.50	2 1503 Rockola Bar Boxes	13.50
5 No. 111 Wurlitzer Bar Boxes	9.50	6 1946 Packard Wall Boxes	24.50

12 1946 Packard Out of the World Speakers $129.50
Model "A" Amplifier—fits all model phonographs (except Hi-Tone) ..... Reg. 54.50 — 39.50 ea.
Model "B" Amplifier—fits all model phonographs (including Hi-Tone) ..... Reg. 74.50 — 54.50 ea.

YOU WOULD *BET* THESE WERE NEW — THE *PRICES* GIVE US AWAY. ALL 1946-1947 *1c COUNTER GAMES*—USED

	Each		Each
96 Challengers	$34.50	2B Flippers	3.00
41 Bat-a-Ball	29.50	1 Daval Fruit Reel (coin)	39.50
32 Kicker and Catcher 2B	50	1 Daval Fruit Reel (Non-coin)	39.50
37 Champ. Basketball..	27.50	SPECIAL—One of each of top four listed	114.50
1 Daval Skill Target..	39.50		
1 Bouncer	29.50		

LOOK AT THESE 1 BALL PRICES

Several of Each

	Each
Sport Special	$ 39.50
Record Time	39.50
Dark Horse	49.50
Blue Grass	49.50
Club Trophy	59.50
'41 Derby	59.50
Pimlico	74.50
Longacres	119.50

EVERY ONE *READY* for location now!

SLIGHTLY USED ARCADE & LEGAL GAMES

	Each
3 Bally Undersea Raiders	$134.50
1 Keeney Submarine	69.50
1 Bowling League	64.50
2 Genco Play Ball	129.50
1 HI Score (Like New)..	219.50
1 Tri Score (Like New)	229.50
5 Total Roll	279.50
7 Premier Barrel Roll (Like New) 10½	229.50
5 Premier Barrel Roll (Like New) 12½	249.50

MISCELLANEOUS

	Each
Challenger Stands (Brand New)	$ 7.50
Guardian Contact Kits (Reg. $8.33) Spec.	6.45
Counter Model Record Trays Brand new hand spun semi-hardened aluminum (Reg. 20.00) Spec. — Set of 12	16.95
Wulitzer Record Trays (for Floor Models) Our Own Make (No More dropped eyelets)	.85
Neo-Lite Testers	.39
ABT Free play chutes	3.50

IF YOU DON'T *SEE* WHAT YOU WANT HERE — IT'S 10-1 *WE HAVE IT* OR CAN FURNISH IT IMMEDIATELY.

1/3 Deposit with Order—Balance C.O.D.
Orders Accepted Subect to Prior Sale

GET ON THE BANDWAGON WITH BALLY'S CURRENT MONEY MAKERS

Special Entry, 1 Ball — Bally Entry, 1 Ball Payout — Bally Hoo, New 5 Ball Heavy Hitter, Amusement — Deluxe Draw Bell, Console — Hi-Bay, Console Slot

GENCO — WILLIAMS — CHI COIN — EXHIBIT — UNITED PREMIER — A.B.T. — GUARDIAN

PHONE! WIRE! WRITE!

Exclusive Western N. Y. Distributor of AIREON ELECTRIC PHONOGRAPHS
Exclusive Western & Central N. Y. Distributor of T & C AUTOMATIC POPCORN VENDING MACHINE

ALFRED SALES, INC.

Distributors of Coin Operated Machines and Devices
1006-1008 MAIN ST. LIncoln 9107 BUFFALO 2, N. Y.

New Beverage Vender

CHICAGO—A new coin-operated beverage vender has recently been announced by Lion Manufacturing Corp.

According to company officials, the new vender will vend 1200 cold-carbonated drinks (9 oz. cups) per service of syrup and cups. Cups of other sizes may also be vended through the same mechanism. Each drink is freshly prepared, uniformly blended and automatically delivered ice-cold after coin has been inserted.

The new vender is equipped with standard nickel coin-mechanism which is designed to permit quick replacement with a positive cheat-proof coin-changer that accepts nickels, dimes, and quarters, delivering correct change to patron. A mechanical counter is also provided to record the total number of drinks dispensed.

It is without moving parts and provides instantaneous carbonation. Will carbonate sufficient water for 5000 (9 oz.) drinks with 20 lbs. of Carbon Dioxide gas.

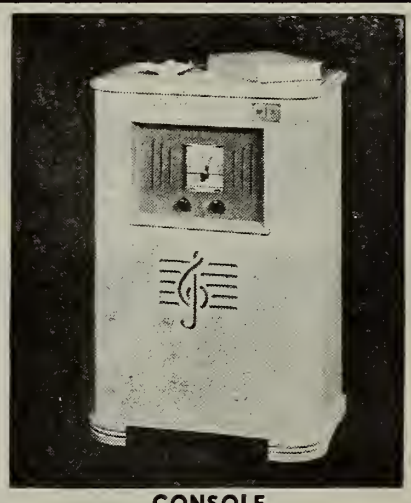
Melody Time

COIN OPERATED RADIOS

THE ULTIMATE IN SERVICE—ENTERTAINMENT AND PROFITS

SENSATIONAL NEW INNOVATIONS *Featuring* COMBINATION RADIO AND TWO WAY INTER-COMMUNICATION SYSTEM.
First and Only Set of Its Kind

NIGHT STAND



CONSOLE

- **Melody Time Radios in Three Beautiful Finishes — Blonde, Walnut or Leatherette.**
- **Tamper Proof Coin Box, Individually Locked, Protect Collections.**
- **Melody Time Radios Sell Themselves to Locations by Providing Smart, Serviceable Room Furnishings.**
- **Adjustable Inside Master Volume Control — 10c-30c Minute Timer for Bigger Profits Thru Greater Play.**

A FEW DISTRIBUTORSHIP TERRITORIES OPEN — WRITE FOR DETAILS

COMMERCIAL RADIO CORP.

1707 W. PICO BLVD. (Tel. FA 1808) LOS ANGELES 15, CAL.

Mention "The Cash Box" When Answering Ads

CAMOA IS VICTOR OVER STATE BILLS

GEORGE A. MILLER

OAKLAND, CALIF.—George A. Miller, state president and business manager of the California Music Operators Association (CAMOA) reported this past week that his organization had been instrumental in defeating the bills presented in Sacramento and also in various cities and counties to further tax coin operated music equipment.

This was the reason that Miller was unable to attend the Scott and Fellows Bills hearings in Washington.

"But", as one noted member of this organization reported, "we are very happy over the marvelously swell job that George A. Miller did for us in Sacramento and also in various cities and towns thruout the state. We know that he depended on *The Cash Box* and also on the other operators' music organizations thruout the nation and we are sure that he won t be wrong in his judgment that these men are going to win out in Washington just as completely as he won out here in California."

Camoa are today 99% organized in this area, according to Miller, and are intensely interested in everyone of the battles being fought by all the music coinmen thruout the nation. The experience of this organization is invaluable to music men thruout the nation,

FOR SALE!
MUSIC & GAME ROUTE
30 locations established over 7 years in L. A. County. 80% 1946 and 1947 equipment. Want much needed rest. Will sell for Cash Box prices. Inquire—
C. A. ROBINSON
2301 Pico St., Los Angeles, Cal.

Congratulations . . .
Bill Gersh and
THE CASH BOX
•
GOLD COAST COIN MACHINE EXCHANGE
LOS ANGELES, CALIF.
2846 W. PICO BLVD.
Distributors for
D. GOTTLIEB & COMPANY
Quality Products

PRECISION IS OUR BUSINESS

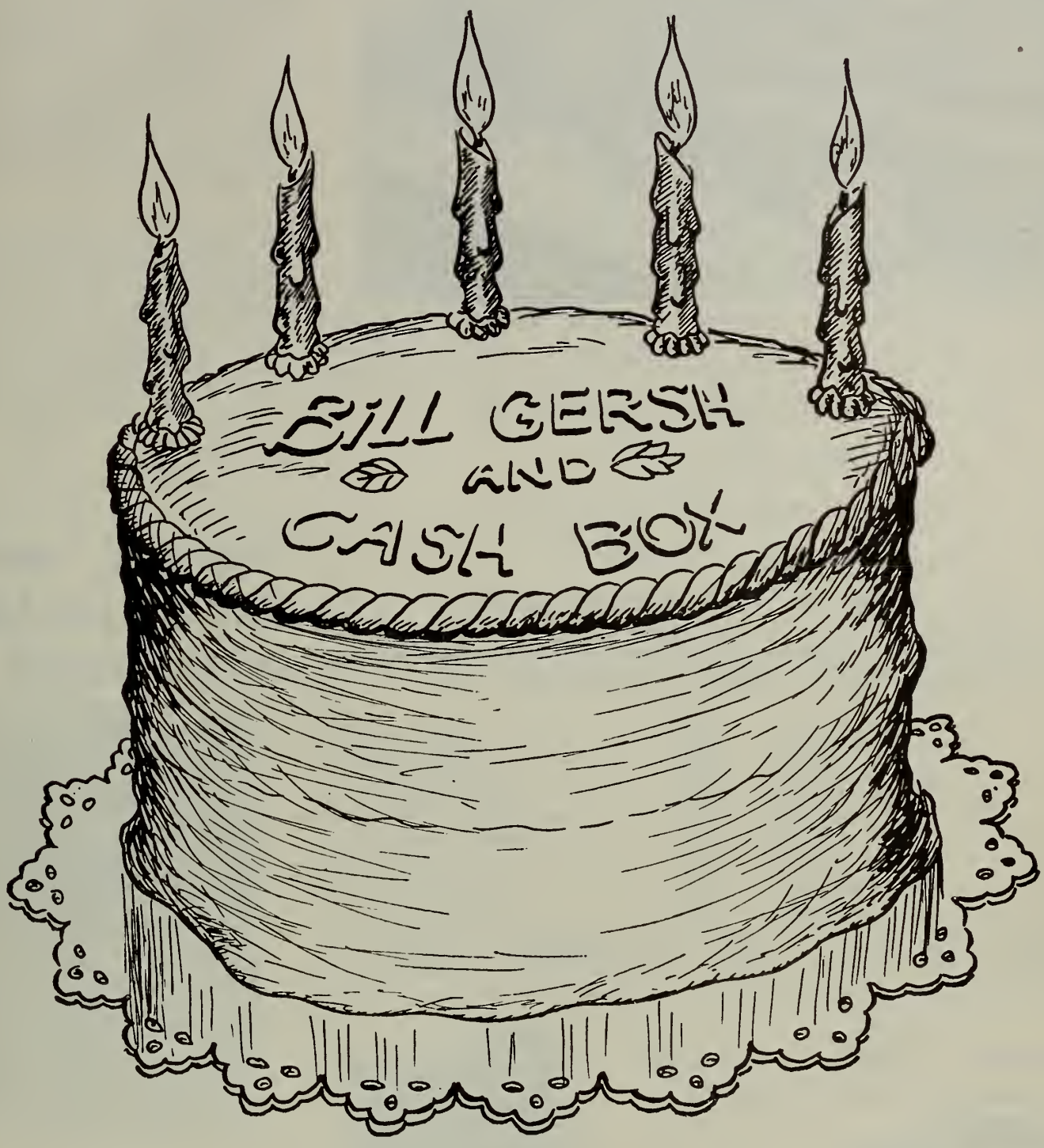
Prevents paying on a winning combination when checks with a hole in the center are played into the machine.

O. D. JENNINGS AND COMPANY
4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS
..... The Leader in the Field for over 40 Years .....

WATCH FOR DAVAL'S
"POSTMASTER"
A new triple unit, roll-type, precision-built POSTAGE STAMP VENDOR. Years ahead of anything on the present market. Soon in mass production. Distributorships being allotted now. *Write for full details.*
DAVAL PRODUCTS CORPORATION
1512 North Fremont Ave., Chicago 22, Illinois
MEMBER

Congratulations
to
Bill Gersh and The Cash Box
on the 5th Anniversary
★
Bush Distributing Company
257 Plymouth Ave., Minneapolis, Minn.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.



We send congratulations, Bill!

Accept our thanks—and our good will.

And also here we'd like to say,

"The best o' luck" in every way

For another Cash Box Birthday!

PACKARD MANUFACTURING CORP. • INDIANAPOLIS 7, INDIANA

Solotone Selector Box Clicks On Location

LOS ANGELES, CAL.—After months of extensive development and location testing, Solotone Corporation has announced their new "Solotone Magic Selector". Numerous installations in various types of locations it is reported already indicate that this new development can increase the take over individual music systems which play recordings only.

With the new Solotone Selector, customers are able to enjoy four different kinds of entertainment. They can select popular recordings or radio station programs merely by turning the "magic dial" on the front of the box while the box is playing.

This means that the new Solotone Selector can offer any type of location the kind of music most demanded by its customers and also makes possible installations in locations which heretofore could not be interested in music merchandising.

Among the locations already tested include restaurants, taverns, motels, as well as hotels. The hotels tested include one of 350 rooms and the results were particularly encouraging.

The new Solotone Magic Selector is already in production and deliveries can be made from stock.

A popular restaurant location showing how the new Solotone "Magic Selector" boxes are helping to increase collections as well as better satisfy patrons.

Williams' Engineer Promises Many New Developments

BRADLEE WILLIAMS

CHICAGO—Bradlee Williams, chief engineer for Williams Mfg. Co., this city, manufacturers of the "Cyclone" pinball and the new "All Stars" baseball game, is reported to have advised CMI's Public Relations Bureau that, "The drawing boards at our factory are crowded with plans for new and exciting coin operated amusement games for the future."

CMI's Public Relations Bureau also reports, "He has invented pin tables for various manufacturers, one of the most famous being 'Paces Races'. He is also credited with the invention of the 'Cardi-O-Meter' which, for a dime, records blood pressure and pulse. This marvel required three years of research and labor."

At the present time Williams' latest development is reported to be the new "All Stars" baseball game, featuring 5c, 10c, 25c play with credits for the extra coin inserted.

It's What's In The Cash Box —That Counts

A Million Congratulations to
"The Cash Box"
on its Fifth Anniversary
JOHN A. McILHENNY
910 Beacon Street • Boston 15, Mass.

A-1 RECONDITIONED PHONOGRAPHS

	Each		Each
2 Mills Throne	$125.00	1 Playmaster and Spectravox	$295.00
2 Mills Studio	59.50	1 Seeburg Colonel Remote	350.00
2 No. 2 Rockola — 12 Record	75.00	1 Seeburg Crown	175.00
5 Rockola Commando	250.00	1 Seeburg Victory	250.00
4 Rockola DeLuxe	235.00	1 Singing Tower, 5-10-25	149.50
6 Rockola Master	295.00	2 Wurlitzer 61 Counter Model	139.50
3 Rockola 12, Rhythm King	75.00	2 Wurlitzer 71 Counter Model	169.50
2 Rockola 16 Record	125.00	2 Wurlitzer 312	89.50
5 Rockola Premier	235.00	4 Wurlitzer 412	89.50
3 Rockola Standard	250.00	5 Wurlitzer 616	175.00
7 Rockola Super	250.00	2 Wurlitzer 500	250.00
1 Rockola Playmaster	250.00	1 600R Victory Wurlitzer	250.00
		1 Wurlitzer 950	425.00

All the above Phonographs will be newly painted, if necessary at the Prices quoted above.

IDEAL NOVELTY CO. 2823 LOCUST STREET ST. LOUIS 3, MO. (Phone: FR. 5544)

★★★
Williams – TOPS in Baseball!
Williams – TOPS in Games!

ALL STARS
A Williams "Long-Life" Game!

★
The All-Time Sensation in Baseball Game Appeal!

Most true-to-life baseball action ever presented in a game! Real 3-dimensional figures run the bases in the backboard! Player controls bat . . . pitcher controlled by player! Revolutionary new 3-Coin Drop Head Chute takes 5c, 10c, 25c Coins . . . speeds play! Credit Unit records advance payments and Replays! Many other play-provoking, profit-making features!

Williams **DISTRIBUTING COMPANY**
2309 W. PICO BLVD. (Hel: OR 1422) LOS ANGELES, CALIFORNIA

NOW REVIVE YOUR PROFITS WITH

Solotone MAGIC SELECTOR

With the new Magic Solotone Selector customers can now enjoy four different kinds of entertainment—they can select popular recordings, or radio station programs merely by turning the magic dial on the front of the box. Solotone Magic Selectors can give you a bigger take in any location and because of this new kind of entertainment they can open up entirely new locations for you where music has never been merchandised before. Restaurants, taverns, motels, clubs and all other public places are ideal spots for Solotone Magic Selectors.

Installation of the new Solotone boxes in *any location* is a quick, simple job. The Adapter-Amplifier-Radio Combination includes 3 specially built, perfectly matched tuners which incorporate an automatic volume equalizer that assures excellent quality in every box regardless of the number of boxes playing. Wire or write us today for complete information on both the new Solotone and the new Solotone Sales Plan.

★

Mirror-tone

THE COMPLETE CABINET SELECTOR

Effective NOW, Mirror-Tone is available for immediate delivery. This beautiful, full-size selector — the one and only complete unit that stole the show — can give every one of your locations a powerful, new lift in profits.

The new Mirror-Tone is more striking than ever with its brilliant Glow-lite unbreakable corners, double mirror front (which is available in standard or special rainbow-color designs) and its rich scratchproof leather grain trim actually pressed into the case itself.

Every Mirror-Tone is equipped with the proven 30-wire electric selector (24 button) ready with plug-in wiring for easy, quick connection to any hide-away.

The less-than-$300-price will surprise you and Mirror-Tone's increased profit possibilities can bring back the good old days. Write or wire us today for complete details.

SOLOTONE CORPORATION

2281 WEST PICO BLVD. LOS ANGELES

YOU CAN MAKE MONEY IF YOU HAVE THE RIGHT MACHINES WORKING FOR YOU!

Now Delivering! New 1947 Equipment

NO ARCADE COMPLETE WITHOUT THEM!

MUTOSCOPE

★ PHOTOMATIC
★ VOICE-O-GRAPH (fully Automatic)
★ DeLuxe MOVIE MACHINES With New Reels
★ ATOMIC BOMBER And Others

EXHIBIT

★ 5 METER SETS
★ GRIP DEVELOPER
★ 6 KNOTTY PEAKS
★ 3 ATHLETICS
★ 15 Different Floor Size Light-Up Machines, such as LOVE TESTER, KISS-O-METER and Others.

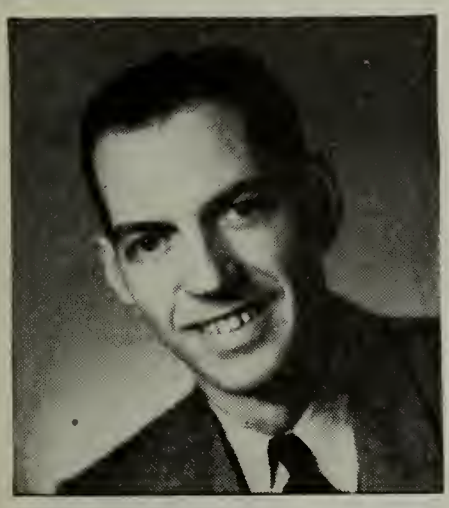
ALSO IN STOCK BOOMERANG, FIELD GOAL, SPOT-LITE, SANTA ANITA HANDICAP, CHICAGO COIN BASKETBALL CHAMP, ABT CHALLENGER and All New 1947 Counter Games.

Congratulations . . .
to Bill Gersh — Joe Orleck — and THE CASH BOX
on your FIFTH ANNIVERSARY

MIKE MUNVES

510-514 W. 34th STREET (Phone: BRYANT 9-6677) NEW YORK 1, N. Y.

Sees Good Times Ahead For Trade



C. B. (BILLY) DE SELM

CHICAGO—C. B. (Billy) DeSelm, Salesmanager for United Mfg. Co., this city, is of the belief that there are good times ahead for the trade.

Billy reports, "The unprecedented demand for five ball pin games definitely points toward a new trend. Authorities everywhere consider novelty games, as such, an innocent and refreshing pastime, appealing to young and old alike. In addition, they are a very important source of revenue and therefore a real asset to every community in the nation."

Billy also says, "Players get a big nickel's worth when they play the new five ball games. They're packed with thrills, suspense and action. Their simple theme makes them real fun and excellent for competitive play."

He also reports, "Production problems are gradually easing up. This means more and better equipment. At the same time," he says, "new ideas will constantly stimulate player appeal and the many advances already made in the electrical field assures easy adaptability of many ideas heretofore considered impractical."

DeSelm says to put this statement forward for all the industry, "Good times are ahead for all in the coin machine field."

See HYMIE ZORINSKY . . .
H. Z. VENDING & SALES CO. IN OMAHA
FOR MACHINES OF LEADING MANUFACTURERS

Gottlieb	LUCKY STAR
Chicago Coin	PLAY BOY
United	HAVANA
Gottlieb	DAILY RACES
Gottlieb	GRIP SCALES
Rock-Ola	PHONOGRAPH OF TOMORROW 1947 MODEL
Jennings	ARISTOCRAT LINE
Chicago Coin	BASKETBALL

If You Can Use Good Five Ball Pingames, Write Us. We Can Fill Your Order.

H. Z. VENDING & SALES CO.

1205 DOUGLAS ST. (AT. 1121) OMAHA, NEBRASKA

"A.M."

IT'S...THE DAWN OF A NEW ERA IN AUTOMATIC SELLING!

When You Mention *The Cash Box* You're Sure Of Fair Dealings

Congratulations

to

The Cash Box

Every member of this association most sincerely wishes "The Cash Box" the very best of good luck

★

Automatic Music Operators Association, Inc.

250 West 57th Street, New York City

Uses Cargo Planes For Speedy Delivery

JACK NELSON

LOS ANGELES, CAL. — The industry forges ahead making changes to be modern and up-to-date, not only in its manufacturing of products to please the public, but also in all other departments. Now comes a modern trend in the new type of transportation used by Allite Mfg Company in shipping Strikes 'N' Spares automatic bowling alley. Los Angeles airport revealed that full truck loads of bowling alleys were being loaded into freight cargo airplanes, some planes carrying as many as 18 alleys in a single load.

The cost of this modern transportation is not prohibitive when considering the advantage of getting machines on location from two to four weeks earlier. A full plane can be loaded in Los Angeles as late as 7:00 p.m. for arrival in New York at 7:30 the next morning.

Jack Nelson, Sales Director for Allite, new located here, advises that nearly all distributors are requesting full plane loads of Strikes 'N' Spares in order to get quick delivery.

Congratulations

to

The Cash Box

on its

Fifth Anniversary

from

Dave Yaras and Harry Brown

AMERICAN AMUSEMENT COMPANY

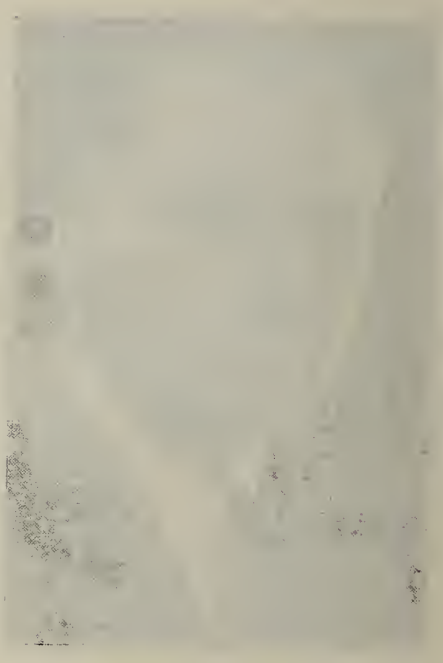
164 E. GRAND AVE., CHICAGO 11, ILL. (Tel: WHitehall 4370)

"A.M."

IT'S...THE DAWN OF A NEW ERA IN AUTOMATIC SELLING!

Mention "The Cash Box" When Answering Ads

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!



WE ARE PROUD TO ANNOUNCE OUR APPOINTMENT AS THE EXCLUSIVE NATIONAL DISTRIBUTORS FOR

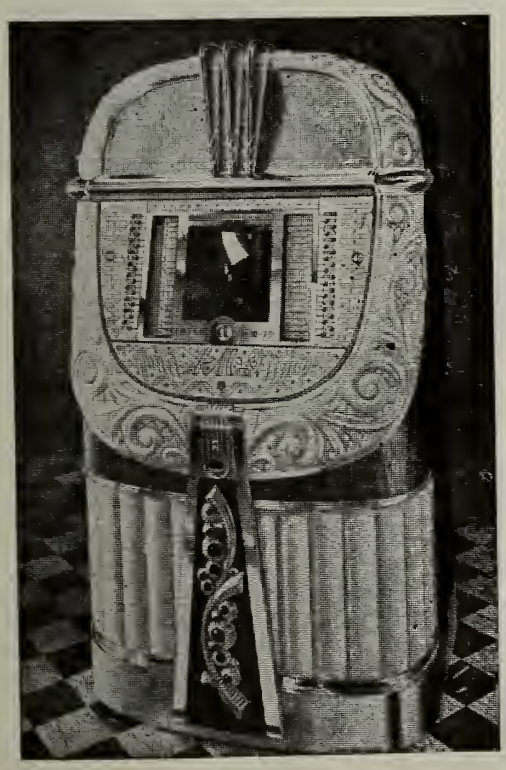
BANG-A-FITTY

"THE BOWLING GAME OF TODAY... TOMORROW...AND YEARS TO COME"

DISTRIBUTORS WIRE - WRITE - PHONE FOR TERRITORY!

ACCLAIMED . . .

"THE GREATEST, BIGGEST MONEY-MAKER IN THE BOWLING GAME FIELD!"



MICHIGAN DISTRIBUTORS

FOR **AMI** MODEL "A"

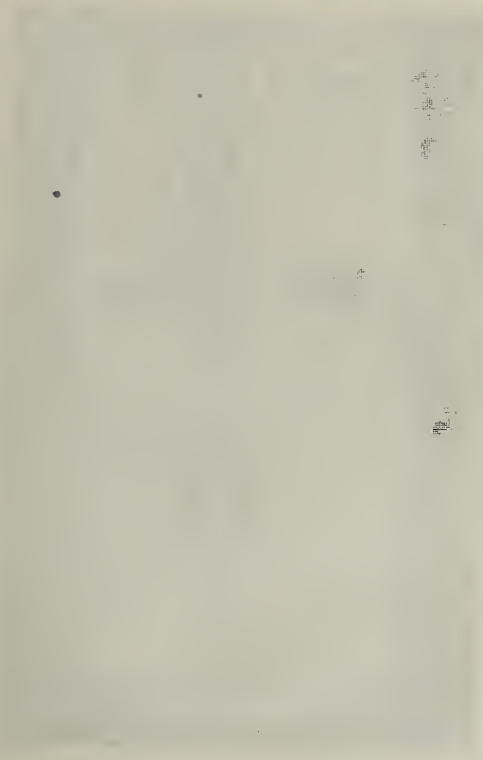
– ALSO –

AMI HIDEAWAY CABINETS

Michigan Operators — Call Today!

MARSTON DISTRIBUTING CO.

313 EAST JEFFERSON AVE., DETROIT 26, MICH. (Phone: CAdillac 4082)



AUTOMATIC'S "Rated" EQUIPMENT "Always Reliable"!

EXCEPTIONALLY LOW PRICED SUMMER CLEARANCE VALUES!!

SEEBURG

	Off Location As Is	Recond. Repainted
Hitones 8800-9800-8200 R.C.	$250.00	$295.00
Hitones 8800-9800-8200 E.S.	225.00	275.00
Envoys R.C.	225.00	250.00
Envoys E.S.	200.00	225.00
Cadets R.C.	225.00	250.00
Cadets E.S.	200.00	225.00
Classics	150.00	195.00
Vogues	150.00	195.00
Plaza	100.00	150.00
Rex Cellar Unit	100.00	150.00
Royal	100.00	135.00
Gem	125.00	165.00

MILLS

	Off Location As Is	Recond. Repainted
Panoram		$225.00
Thrones	$ 65.00	
Empress	100.00	

SPECIALLY PRICED FOR QUICK SALE
AMI AUTOMATIC HOSTESS UNITS
EXCELLENT CONDITION
Consisting of 10 Turn Tables per Unit
$3000.00 per Unit

ROCK-OLA

	Off Location As Is	Recond. Repainted
Supers	$160.00	$180.00
Deluxe	155.00	175.00
Masters	135.00	150.00
Monarch	50.00	75.00
20 Record Mechanisms in Metal Cabinet	50.00	
Imperial Cellar Unit	50.00	

WURLITZER

	Off Location As Is	Recond. Repainted
600 Keyboards	$150.00	$175.00
600 Rotary	135.00	160.00
500 Keyboards	150.00	175.00

A.M.I.

	Off Location As Is	Recond. Repainted
Cellar Unit	$ 50.00	

ACCESSORIES

	Off Location As Is	Recond. Repainted
Seeburg 3 Wire Wall-O-Matics	$ 8.50	$ 12.50
Rock-Ola Wall & Bar Boxes	5.00	
Non Selection Wall Boxes	5.00	

Floor Model ATOMIC BOMBER
Like New.....$275.00
Wire — Call — Write — Act Today
20% With Order, Balance C.O.D.
F.O.B. Phila.

AUTOMATIC EQUIPMENT CO.

EXCLUSIVE SEEBURG DISTRIBUTORS FOR EAST PA., SO. JERSEY AND DELAWARE

919-921 NORTH BROAD TREET (Telephone POplar 5-1333) PHILADELPHIA 23, PA.

Will Introduce New Rolldown Game

JACK SEMEL

HOBOKEN, N. J.—Esso Manufacturing Corp., this city, will soon introduce a roll down game to the trade. Headed by two well known coinmen, Jack Semel, president and Jack Rubin, secretary, the firm have been testing their game on location for the past month, they report.

The game is called "Award" and is said to include many new features, among which are roll over buttons. "Our roll down game not only has new playing innovations," states Semel "but everything put into the manufacture is brand new. The cabinet is attractively designed. We are now in production and will have the games rolling off the line in ten days to two weeks."

The firm has already set up a number of distributors, and will continue to add new ones to complete nation-wide coverage.

Jack Semel will handle sales and promotion, while Jack Rubin will supervise the production.

P. & S.

"SHOOTING STARS"

This 5 Ball Free Play Game Will Bring You MORE PLAY

It costs LESS to Buy and OPERATE

Write for Descriptive Circular

P. & S. MACHINE CO.

3017 N. Sheffield Av., Chicago 14, Ill.

CLOSE OUT

RECONDITIONED SEEBURG WIRELESS WALLBOXES

200—5c Wallomatics (WS2Z) 20 Selections .....ea. $16.50
60—5c Wallomatics (WS5Z) 24 Selections .....ea. 16.50
25—5-10-25c Wallomatics (WS10Z) 20 Selections .....ea. 25.00
50—5-10-25c Baromatics (WB1Z) 20 Selections .....ea. 25.00

All boxes reconditioned ready for location. Send 1/3 deposit with order — Balance C.O.D. Subject to prior sale.

ATLANTIC CONNECTICUT CORP.

1625 MAIN STREET
HARTFORD 5, CONN.
Telephone — Hartford 2-6141

When You Mention *The Cash Box* You're Sure Of Fair Dealings

ROCK-OLA

THE PHONOGRAPH THAT Sells MUSIC

Exclusive Distributors

CONSOLIDATED DISTRIBUTING CO.
1910 GRAND AVENUE
KANSAS CITY, MO.

FREE FREE FREE

WE NEED S-P-A-C-E

IN ORDER TO MAKE ROOM FOR OUR NEW MERCHANDISE, WE WILL GIVE ABSOLUTELY FREE THE FOLLOWING LIST OF EQUIPMENT. ALL WE ASK IS THAT YOU ENCLOSE $25.00 CHECK OR MONEY ORDER WITH YOUR ORDER FOR EACH ITEM WANTED TO DEFRAY CRATING AND HANDLING CHARGES. NO WIRES OR PHONE CALLS, PLEASE. CASH MUST ACCOMPANY ORDERS.

ONE-BALL TABLES:

Dark Horse
Derby Winner
Whirlaway
Sportsman
Track Odds
Mill's Owls
Mill's 1-2-3
Contest
Club Trophy
Sport Special

ARCADE EQUIPMENT:

Evans Ten Strike
Keeney Air Raiders
Shoot To Tokyo Guns
Aviation Striker
Sky Fighters
Shoot-A-Lite
Bumper Bowling
Bally Defenders
Mills Punching Bags
Champion Hockey

FIRST ORDERS GET FIRST DELIVERY. IF MACHINE IS GONE BY THE TIME WE RECEIVE YOUR CHECK, WE WILL RETURN SAME TO YOU. ALL MACHINES ARE IN WORKING ORDER NOW; WE SIMPLY HAD RATHER GIVE THEM AWAY THAN TO WRECK THEM FOR PARTS. WE MUST HAVE THE SPACE IN OUR DISPLAY ROOMS.

GENERAL DISTRIBUTING COMPANY

We Are Distributors in Texas, Oklahoma and New Mexico

FOR THE FOLLOWING NEW MERCHANDISE

WILLIAMS MANUFACTURING CO. — 5-Ball Marble Tables and "All Star" Baseball Game

UNITED MANUFACTURING CO.—5-Ball Marble Tables

J. H. KEENEY & CO.—1-Ball Tables, 5-Ball Tables, Consoles

O. D. JENNINGS & CO.—Slot Machines, Consoles, and Drink Venders

VICTOR VENDING—Peanut and Ball Gum Machines

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WE REPRESENT

ROCK-OLA MANUFACTURING CORP.

IN NORTH TEXAS, OKLAHOMA and NEW MEXICO

"The Phonograph That Sells Music"

WE ALSO HAVE USED 5-BALL TABLES OF LATEST MAKES AND OTHER USED EQUIPMENT PRICED RIGHT FOR THE OPERATOR. ALL INQUIRIES APPRECIATED AND ANSWERED SAME DAY RECEIVED. SEND YOUR ORDERS OR INQUIRIES TO THE STORE NEAREST YOU FOR QUICKEST DELIVERY. ALL PRICES F.O.B. OUR STORES.

GENERAL DIST. CO.	GENERAL DIST. CO.	GENERAL DIST. CO.	GENERAL DIST. CO.
2812 MAIN ST.	1906 LEELAND	325 E. NUEVA	3000 ALAMEDA
DALLAS, TEXAS	HOUSTON, TEXAS	SAN ANTONIO, TEXAS	EL PASO, TEXAS

United Artists Feature 1865 Juke Box

NEW YORK—It may interest the Committee On The Judiciary in Washington, where the Scott and Fellows Bills are up for decision, to know that much prior to the Copyright Act taking effect in 1909 there were juke boxes already in operation.

In fact, Harry Sherman, producer of United Artists' new picture "Ramrod", dug up one of these ancient juke boxes for this picture.

Sherman needed something to furnish music for a barroom scene in the Utah frontier days and rummaged thru the famous Pony Express Museum at Arcadia, Calif. where he came upon a six foot high juke which tinkled out three songs on the insertion of a nickel.

The songs are, "I Traded My Honor For a Bag Of Gold"; "The Last Move George Potter Ever Made" and the last a real old time tear jerker called, "This Is How Brother Died, Mother Dear".

N. Y. Mirror Goes All Out On Juke Box Exports

NEW YORK—The New York Mirror featured a full page in its rotogravure section this past week with drawings by John Ruge regarding the fact that, as it reported, "One of the big items on the list of American manufactures sold to foreign countries is the juke box, according to a recent survey on international trade."

The paper commented, "Well, we can think of a lot worse emissaries of good will than Bing Crosby . . ." Also stating, "Just the same, it's probably a good idea to spread American culture thru the medium of the juke. Perhaps we can earn a larger share of the earth's scant supply of good will by shipping our juke boxes to the far corners of the earth . . ."

The pictures show two Ubangi ladies standing in front of a juke box with the caption reading, "In Ubangiland it may be well to guard records so they won't be stolen for facial adornments". Showing a picture of a Venetian gondola the caption reads, "Venetian gondoliers can devote all their time to gondoliering, since the jukes will sing for them."

GENCO'S

ADVANCE ROLL WITH *FRB

*Floating Roll-over Buttons

★ Floating Roll-Over Button — A new innovation that automatically registers balls passing over it.

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

ORDER FROM YOUR NEAREST DISTRIBUTOR

GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

Congratulations and Best Wishes

to

Bill Gersh

on the occasion of the

FIFTH ANNIVERSARY

of

THE CASH BOX

OTTO K. EITEL
Managing Director

CHARLES E. McGARRITY
Manager

BISMARCK HOTEL

CHICAGO

British Coinmen Look For "The Day"

LONDON, ENG.—Coinmen thruout the British Isles, mainly centered in this city, look for "the day" when they can once again bring in large shipments of American coin operated equipment.

As one leading coinman here wrote *The Cash Box*, "The men here, tho bowed down somewhat by rationing and other difficulties, would like very much to once again see brand new American coin machines coming into this city in quantities equal to what the men here used to receive prior to the war.

"There is no doubt," he continues, "that sales will zoom to high points while the English coinmen get machines all; over their routes and into their arcades and amusement spots everywhere in the British Isles. At present," he says, "a great many of the leading places thruout London are sadly in need of new equipment and the coinmen here have done a remarkable job keeping the equipment they have going as long as they have."

Conditions, according to this coinman, are of such nature that the men here believe their best bet would be to get the new American coin machines. They have kept close tab with America's latest events and almost all, he says, are subscribers, reading the news avidly and passing on word of the machines which seem to be doing very well in the United States.

"The boys here", he says, "sure do miss those brand new American machines."

USED EQUIPMENT

1 Only	Wurlitzer 750E		$350.00
10 Only	Wurlitzer 700	Ea.	319.50
2 Only	Wurlitzer Victory 500K	Ea.	175.00
2 Only	Wurlitzer P-10	Ea.	49.50
3 Only	Seeburgs 12 Record 5c & 10c	Ea.	49.50
1 Only	Seeburg Vogue (Remote Cantral)		224.50
1 Only	AMI 40 Record HiBay Singing Tower		299.50
4 Only	AMI 5-10-25 cent Streamliner	Ea.	189.50
4 Only	AMI 5 cent Tapflight	Ea.	79.50
2 Only	AMI 10 Record Hide-a-way Steel	Ea.	139.50
1 Only	Rackala—President and 14 Wall Boxes with Stepper like New		395.00
3 Only	Mel-O-Tane 16 Record	Ea.	89.50
	WALL BOXES AND SPEAKERS		
21 Only	Wurlitzer No. 125 5-10-25 cent	Ea.	9.50

Distributors in Indiana for AMI Phonograph and Automatic Hostess

P-J DISTRIBUTING CO., INC.

821 N. ILLINOIS ST. (Tel: RILEY 5265) INDIANAPOLIS 4, IND.

The Greatest Of All Williams' Games

"ALL STARS"

A Baseball Game With
ACTION — SUSPENSE
THRILLS — COLOR
ORDER NOW!

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U. S. A.

ACTIVE
Reconditioned
GAMES
'NUFF SAID!

For A Complet List of Specials

Drop a Line to Any One of Our 3 Offices

JOE ASH

Active Amusement Machines Co.

666 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-4495

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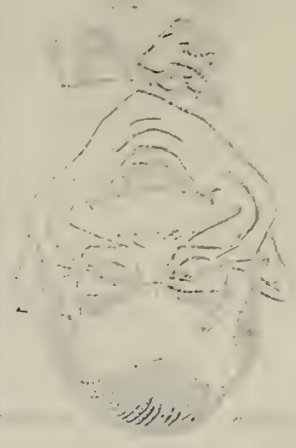
Phone: Mitchell 2-7646

1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176



HITCH YOUR WAGON TO GOTTLIEB'S

★LUCKY STAR

GREAT NEW 5-BALL REPLAY! ★

WAITING FOR YOU AT YOUR DISTRIBUTOR NOW with

★ METEORIC ACTION!

★ KICK-OUT POCKETS! SCORE AND RESCORE UP TO 15,000 AT A TIME!

★ SUPER HIGH 400,000 SCORE!

ORDER TODAY

Make Every Day a Lucky Day on All Your Locations!

DAILY RACES

1-Ball Multiple

Improved DeLuxe GRIP SCALE Consistently Best Since 1927

"There is no substitute for Quality"

CMI COIN MACHINE INDUSTRIES, INC. Tax Free Protection MEMBER

D. Gottlieb & Co.

LEADER IN ACTION! EARNINGS! APPEAL! Payout or Replay Models.

TWENTY YEARS OF LEADERSHIP

1140 N. KOSTNER AVE., CHICAGO 51, ILL.

Plans New Sales And Service System

LARRY FRANKEL

ROCK ISLAND, ILL.—Larry Frankel of Frankel Distributing Co., whose headquarters are in this city, reports that the firm are planning a new and finer sales and service system which will bring operators the closest cooperation they have ever before enjoyed.

According to Larry, "The operators need every bit of cooperation they can possibly get these days. We have found that by offering them sales and service of a type which is on a par with anything offered by the finest distributing organizations in any industry in the world that they have been able to better prosper with new equipment."

Frankel also explained that the firm are planning a survey thruout the large area they cover, contacting all the operators and asking them just what services they now need most from Frankel Distributing Co. He believes that when this is finished that the firm will then have an entirely new program prepared

Larry says, "There's nothing like revamping a system after a time for, we have learned, that sometimes firms become stagnant when they believe they have done everything they can to help their customers. We feel that conditions these days are changing so rapidly that the seller must keep step with the buyer."

TRI-STATE SALES COMPANY
NEW YORK and NEW JERSEY

PIONEER DISTRIBUTING CO.
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NOW DELIVERING ALL Bally PRODUCTS

BALLYHOO
CONVERTIBLE 5-BALL or 3-BALL PLAY

HEAVY HITTER
FAST ACTION BASEBALL COUNTER GAME

SPECIAL ENTRY
REPLAY MULTIPLE

TRIPLE BELL
5c - 10c - 25c or ANY COMBINATION

HI-BOY
CLUB TYPE CONSOLE BELL

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE $32.50 TO $38.50 Per Reel
PHONOFILM
3331 NO. KNOLL DR., HOLLYWOOD 28, CAL.

GILBERT BRADLEY*
HAS SWITCHED
TO
AMI
BECAUSE
THERE ARE FEWER
SERVICE CALLS
DAVID ROSEN SAYS
. . follow Gil's example and make all your locations top locations with AMI.
ORDER NOW FOR IMMEDIATE DELIVERY

DAVID ROSEN
EXCLUSIVE DISTRIBUTOR
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2258

*of Bradley Music Service
8 Poplar Street
Cambridge, Maryland

Sees Biggest Game Year

BEN COVEN

CHICAGO — Ben I. Coven of Coven Distributing Co., this city, predicts that 1947 will prove to be one of the greatest games years in the history of the business.

Coven bases his prediction on the great growth of the game business thruout the country and states, "Everywhere in the nation more and more operators are adding games to their routes. The public likes to be entertained by coin operated amusements", he continues, "and this year they have turned to the games which are being produced with greater intensity than ever before. There is no longer any doubt that 1947 will prove one of the greatest games years in the history of the industry."

Coven also reported that sales for his firm on all Bally products have stepped up tremendously and that they are continuing to grow greater every day. "It seems to me", Coven stated in this regard, "that all the new Bally games are catching the imagination of the trade and are proving themselves the real leaders in the field."

THIS

is for you who are looking for

BRAND NEW 1947

EVANS CHAMPION

SUPER BOMBER

Write Us For Price

SCOTT-CROSSE COMPANY
1423 Spring Garden St., Phila., Pa.

Custom Shirtmaker

for the COIN MACHINE TRADE

Over 100 Leading Executives of the foremost coin machine firms are wearing shirts made by us. We are at your service.

Leo Shabes

224 West 79th St., New York, N. Y.
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IT'S BALLYHOO AGAIN

GREATEST NOVELTY SENSATION SINCE ORIGINAL BALLYHOO!

- ★ 7 Kickout Holes — Scoring 5,000 to 50,000
- ★ Hi Score Up To 560,000
- ★ Wild, Wired Action
- ☆ 2 Big Diamond Bumpers — Scoring 10,000 to 50,000
- ★ 2 Special Bumpers
- ★ 2 Super Special Bumpers
- ★ 8 Bumpers Scoring 5,000 Per Hit
- ★ Free Ball Hole — Scores 10,000 — Returns Ball
- ★ 18 Different Score Variations
- ★ New Improved Mechanical Electrical Units

●
CONVERTIBLE
5 OR 3 BALL
NOVELTY or REPLAY
●

PAUL A. LAYMON, Inc.

DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA, ARIZONA, AND THE HAWAIIAN ISLANDS

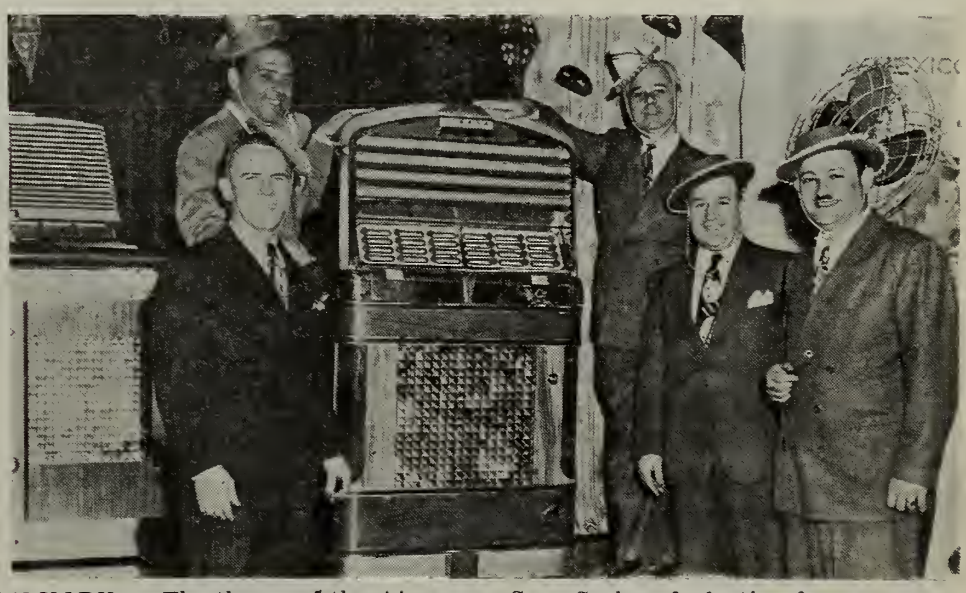
1429-31 and 1503 W. PICO BLVD.

LOS ANGELES, CALIFORNIA

Congratulations TO THE CASH BOX ON ITS Fifth Anniversary

H. ROSENBERG CO. 625 TENTH AVENUE NEW YORK, N. Y.

Good Times Ahead Theme of N. Y. Fiesta Show



NEW YORK — The theme of the Aireon Fiesta showing in this city was, "Good times are ahead", according to the Manhattan Phonograph Company.

In the above picture, from left to right are: Tony (Rex) DiRenzo, Salesmanager; Ritchie McNamara; Rocky Marino, General Manager; Ben D. Palastrant, Aireon's Regional Manager and Sam Sachs of plastics fame.

Ben Palastrant stated, "This showing proved to all that we have one of the finest automatic phonos in the business and the fact that the Fiesta is the lowest priced on the market made a hit with everyone. Yes, sir," Ben continued, "good times are ahead."

LION Cold-Carbonated BEVERAGE VENDER

Serves 1200 drinks from a single servicing

- Serves 1,200 drinks (9 oz. cups*) per service of syrup and cups.
  *Cups of other sizes may be vended, if desired.
- Requires only 2 ft. by 2½ ft. floor space.
- Every drink freshly prepared.
- Every drink perfectly blended, highly carbonated, ice-cold.
- Simple, speedy installation opens new locations.
- Simple, trouble-free mechanism insures lowest operating cost.
- Extreme accessibility speeds up routine service.
- Quick delivery of drink increases profits.
- Smooth, streamlined, sanitary appearance attracts patronage.
- Construction complies with strictest sanitation and safety regulations.

Write for Bulletin "K" today!

COIN CHANGER
INSURES EXTRA SALES
Standard nickel coin-mechanism is designed to permit quick replacement with positive cheat-proof coin-changer which accepts nickels, dimes and quarters, delivering correct change to patron. Vender may be ordered with coin-changer installed.

LARGEST CAPACITY IN SMALLEST SPACE

NEW IMPROVED CARBONATOR
Instantaneous carbonation is insured by the improved Lion Carbonator —which actually carbonates sufficient water for 5,000 (9 oz.) drinks with 20 lbs. of carbon-dioxide gas. Carbonator has no moving parts.

LION MANUFACTURING CORPORATION
MANUFACTURERS OF BALLY COIN-OPERATED EQUIPMENT
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Booth Space for NAMA Show Dec. 14 to 17 Going Fast

CHICAGO — Booth space for the NAMA (National Automatic Merchandising Association) 1947 exhibit are going fast, according to reports being received here at the association's headquarters.

The display will take place December 14, 15, 16 and 17 at the Palmer House here. Many are expected to attend the convention and see the exhibits. Some of the exhibits will show entirely new merchandising machines for the first time.

The first day of the exhibit will be Sunday, December 14, 1947 with 2 P.M. to 5 P.M. scheduled for the showings. Monday, December 15, showing will be held from 12 Noon to 9 P.M., the same for Tuesday and Wednesday, December 16 and 17, 1947.

Many strict rules have been placed on exhibitors for the use of space during the annual convention and exhibit. There will be no entertainment allowed in any of the rooms during the hours of exhibition. Members of NAMA are allowed a 33 1/3 per cent discount on NAMA list rentals. There is an additional charge for the rooms. The least expensive NAMA charge is $165 and there is a charge ranging anywhere from $22 to $25 for the use of the room.

A number of people have already shown great interest in this forthcoming convention, from all reports. There is a belief among the leading members of NAMA that this will prove the most outstanding exhibit in their history and that a very large number of entirely new products will be shown at this time.

Many coinmen interested in automatic merchandising equipment, it is said, have already evinced great interest in the convention and intend to be present in this city during the days of the convention to hear the reports from leading automatic merchandisers as well as see the new machines which will be presented here for the first time.

CONGRATULATIONS

TO

THE CASH BOX

We heartily congratulate *The Cash Box* on its celebration of its Fifth Anniversary. To all of its staff we send our best wishes for continued success, growth and prosperity.

In particular we salute Bill Gersh, founder of this magazine. Bill, you have been the first man able to establish and to keep publishing a weekly magazine entirely devoted to coin machines. Everyone who knows publishing appreciates how great is this feat.

Everyone who knows coin machines appreciates how greatly your own knowledge of coin machines, coin machine manufacturing, selling and operating, and of coin machine people, have contributed to your success. You couldn't have gained this knowledge, Bill, unless you had worked with abnormal energy, faith and skill. The amount of personal labor and intensity you have put into all coin machine projects has been inspiration to others in this industry to extend themselves just a little bit more in the attainment of their own personal goals.

Thank you for your inspiration and your unfailing cooperation. Good luck to you and to *The Cash Box*.

Mangan & Eckland

43RD FLOOR, BOARD OF TRADE BUILDING, CHICAGO 4, ILLINOIS · PHONE WABASH 8696

Advertising Industrial Design Public Relations

Berkens Named Head Seacoast N. Y. Offices

NEW YORK—Dave Stern of Seacoast Distributors, this city and Elizabeth, N. J., announced this past week that Barney Berkens has been named to head the sales force in this area.

Berkens has had a long career in the coinbiz, being former business manager of the Arcade Owners Association. He has been among the most enthusiastic of coinmen regarding the development and general growth of the business.

During his first week with Seacoast, Berkens reports that he has already contacted a great many ops in this area and that sales of good size have already been made. He believes that Seacoast will lead the field here with some of the new plans which they have already put in operation.

Stern also stated, "Seacoast is on its way with many new and spirited ideas for the operators in this area. We believe that we have something for the coinmen here which is of real value. We suggest, therefore, that they contact us immediately."

Veatch's Panther

The Greatest Of All Williams' Games

"ALL STARS"

A Baseball Game With
ACTION — SUSPENSE
THRILLS — COLOR
ORDER NOW!

V. P. DISTRIBUTING CO.
2336 Olive St. — 2339 Pine St.
CEntral 3892 — St. Louis 3, Mo.

Exclusive Distribution
AIREON MUSIC — WILLIAMS GAMES

STANDS

For Merchandise Venders
Card Venders
Stamp Machines

Black Lacquer Finish. Use Indoors or Outdoors. One Inch Pipe, 33 Inches High. 15 Inch Base. Standard Drilled Flange for Single Machines or Double or Triple Cross Bars.

$3.50 EACH
in dozen lots

$3.75 less than dozen lots.
25% required with C.O.D. orders.

IMMEDIATE DELIVERY

CASTERS

STANDARD SIZE
HARD RUBBER WHEEL
BRASS RETAINING RING

25¢ ea. in lots of 100 or more
30¢ ea. in lots of less than 100

For Phonographs and Heavy Coin Operated Equipment.

JACK NELSON & CO.
2320 MILWAUKEE AVE.
CHICAGO 47, ILLINOIS

Attention —
BALTIMORE-WASHINGTON and VIRGINIA OPERATORS

See...

THE NEW PACKARD
"MANHATTAN"
PHONOGRAPH

ON DISPLAY IN OUR SHOWROOMS

THIS IS THE MOST OUTSTANDING PHONOGRAPH WE HAVE EVER SEEN IN OUR TWENTY-SEVEN YEARS IN THE INDUSTRY.

•

HIRSH
COIN MACHINE CORP.
1309 NEW JERSEY AVE.
WASHINGTON, D. C.

Congratulations

to

Bill Gersh

and

The Cash Box

on your

Fifth Anniversary

★

Jack C. Horberg Co.
134 No. La Salle St., Chicago (1)

Mass. Music Op Pulls Waring Records

WEBSTER, MASS.—Adolphe Dugas of the Royal Music Co., this city, well known to the automatic music industry thruout this entire area, wrote to inform *The Cash Box* (June 25): "We wish to notify you that we have decided to follow the Cleveland and Ohio State operator's associations and withdraw Fred Waring and other NAPA artists' records."

Telecoin Announces Trade Name For Game

NEW YORK—Telecoin Corp., this past week, announced that "Telecoin Quizzer" would be the trade name for their quiz game.

They also reported, "The 'Quizzer' is being made by the Maryland Electronic Manufacturing Corp. and is distributed exclusively by Telecoin under an exclusive agreement with Training Devices, Inc. which owns the patents. The 'Quizzer' is basically the same quiz machine which was introduced at the 1947 Coin Machine Industries convention and exhibit."

Telecoin Corp. is planning an extensive road tour to show their entire line to all the coin machine operators. They state that, in addition to the "Quizzer" game, they will also show an ironer, laundry dryer and laundry extractor, as well as the new Tele-Juice, refrigerated canned fruit juice vender, the Telecoin system coin operated radio and the Bendix automatic washer in its three commercial applications.

The firm report, "Telecoin's move in introducing five new machines simultaneously is the opening gun in what is probably the greatest coin operated expansion program ever developed within the industry by one company."

An authoritative source also indicated that there were still more vending machines to be introduced on the firm's 1947 schedule.

Special letters, it is reported, were sent to officers and members of over 48 operators' associations by Howard E. Richardson, manager of Telecoin's special products division, inviting them to the demonstrations to be held at the Hotel Henry Grady in Atlanta, Hotel Commodore in New York, Hotel Carter in Cleveland, Hotel Stevens in Chicago and the Hotel Adolphus in Dallas.

BEN RODINS SAYS

Keep Posted...

On Price's for New and Used Equipment

WRITE TODAY . . . A Postcard Will Do

Let BEN RODINS *add your name to his Mailing List*

REMEMBER—If I Can't Guarantee It . . . I Won't Ship It!

MARLIN

Amusement Corporation

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It's Bally's

BALLYHOO

AGAIN

GREATEST NOVELTY SENSATION SINCE ORIGINAL BALLYHOO

★ 7 Kickout Holes — Scoring 5,000 to 50,000
★ Hi Score up to 560,000
★ Wild, Wired Action
★ 2 Big Diamond Bumpers—Scoring 10,000 to 50,000
★ 2 Special Bumpers
★ 2 Super Special Bumpers
★ 8 Bumpers—Scoring 5,000 per Hit
★ Free Ball Hole — Scores 10,000 — Returns Ball
★ 18 Different Score Variations
★ New Improved Mechanical Electrical Units

CONVERTIBLE
5 OR 3 BALL
NOVELTY OR REPLAY

UNITED NOVELTY CO.
111 W. DIVISION STREET
BILOXI, MISS.

UNITED DIXIE CO., Inc.
617 W. CAPITOL STREET
JACKSON, MISS.

C'MON IN AND SEE...

THE NEW, SENSATIONAL

PACKARD

"MANHATTAN"

COMMERCIAL PHONOGRAPH

with the

"Million Dollar" Features

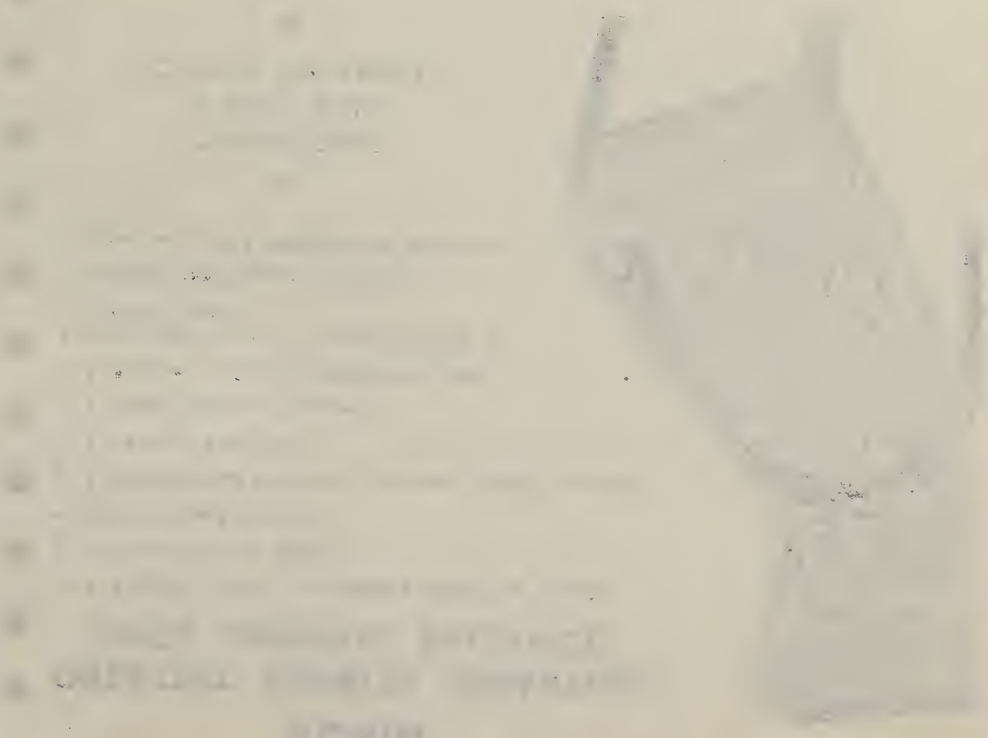
HOMER E. CAPEHART'S GREATEST ACHIEVEMENT FOR THE AUTOMATIC MUSIC INDUSTRY

★

DISTRIBUTORS for PANHANDLE of TEXAS & STATE of OKLAHOMA

RUTHERFORD ENTERPRISES

615 MADISON STREET AMARILLO, TEXAS



HERE'S YOUR *ALL-STAR* LINE-UP FOR MAJOR EARNINGS!

★
★
★
★

ALL STARS

A Williams "Long-Life" Game!

CMI MEMBER

CYCLONE
Still the Outstanding
ACTION PIN GAME!

TOPS IN ANY LEAGUE!

ORDER FROM YOUR DISTRIBUTOR TODAY!

★ MOST REALISTIC BASE-BALL ACTION!

★ REAL 3 - DIMENSIONAL FIGURES "RUN BASES" INSIDE THE BACK-BOARD!

★ PLAYER CONTROLS BAT!

★ PITCHER CONTROLLED BY PLAYER!

★ NEW TYPE 3-COIN DROP HEAD CHUTE SPEEDS PLAY . . . TAKES 5c, 10c, 25c COINS!

★ CREDIT UNIT RECORDS ADVANCE PAYMENTS AND REPLAYS!

Congratulations

from all of us at

Williams Manufacturing Company

to all of you at

The Cash Box

on your

Fifth Anniversary

Williams
MANUFACTURING
COMPANY
161 WEST HURON STREET
CHICAGO 10, ILLINOIS

Sees Big Season Ahead

PAUL A. LAYMON

LOS ANGELES, CAL. — Paul A. Laymon, noted distrib, this city, predicts that the season ahead will see a complete renewal of energy on the part of all coinmen and that the year will, because of this, finish up with a "real bang".

Paul predicts that coinmen are gradually adjusting themselves to the new post-war conditions and that tho this has taken a little time, with various other factors entering into the picture, they are now more or less on the ground floor and have decided what they want to do for the future.

"The industry is only just getting started," Paul stated, "and a great many coinmen are going to really get going as the months go by. Already thruout this area, and from what we hear from other territories, there has been the first real signs of a pick-up in all fields. The trade is getting set for one of the biggest booms that it has ever enjoyed. It just can't miss.

FREE: 1 PFANSTIEHL TONE ARM SCALE WITH EVERY ORDER OF 50 PFANSTIEHL NEEDLES.

Pfanstiehl Needles.....Ea. 50c

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NEW

SLOT MACHINE SAFES

WITH LOCKING, REVOLVE AROUND BASE

Cold Rolled, Heavy Gauge, Deep Drawing Quality Steel Auto Body Metal.

SINGLE SAFE CABINET $99.50
DOUBLE SAFE CABINET 185.00
TRIPLE SAFE CABINET 295.00
F.O.B. Mills Offices

MILLS SALES CO., Ltd.

1640 18th St., Oakland, Calif.
600 S.E. Stark St., Portland, Ore.
2827 W. Pico Blvd., Los Angeles, Cal.

This one SPEAKS FOR ITSELF!

They're the Lowest Prices of the Year —So Don't Ask for Trades, Please!

ARCADES

10	Genco Whizz with Stand	$ 49.50
1	Mutoscope Sky Fighter	64.50
1	Bowl-O-Boll 6' (Floor Sample)	159.50
1	Bolly Defender	79.50
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RESTAURANT OWNER WRITES CALIF. NEWSPAPER CAN'T PAY RENT SINCE BELL WAS REMOVED

SACRAMENTO, CAL. — Always interesting to the trade is the location owner's as well as the public's viewpoint of this business. Therefore the following letter from R. P. Currin, Route 1, Box 4172, West Sacramento, Cal., which was printed in the Sacramento "Bee", leading neswpaper here (June 18) will prove of interest to the trade. Currin writes:

"Editor of The Bee—Sir: Thanks to your crusading hatchet man, the Shortender, I probably will not be able to pay my rent this month.

"The slot machine in my restaurant paid half of a $100 a month rental. I never had to stand behind a man and twist his arm to make him play the nickel nipper.

"Granted, the machines are set too high and there is a small return for the investment, but how many people walk away from Tanforan or Santa Anita with any winnings?

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"What has happened to the guaranteed freedom of enterprise we are supposed to have fought for recently?

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N. Y. MUSIC OPS ASSN. HOLD BIGGEST MEET

Bill Alberg and Sidney H. Levine Honored. Pres. Al. S. Denver Gives Complete Report of Scott and Fellows Bills to Members

ALBERT S. DENVER

EXCLUSIVE TO—THE CASH BOX

NEW YORK — One of the most significant meetings in the history of the Automatic Music Operators Association, powerful music op trade group headquartered here, was held on June 24, in this city's Park Central Hotel.

A report to the membership on the organization's great strides accomplished within the past few months; a testimonial to a retiring officer of the association; and a detailed report of the group's participation in the fight against the Scott and Fellows Bills were among the highlights on the evening's agenda.

Albert S. Denver, veteran coinman and president of AMOA, presided at the conclave, which was given heavy attendance by the membership.

Opening the meeting with a discussion of the advances made by the group, Denver pointed out that despite the host of problems which have befallen all music operators in this territory and elsewhere, the association roster has grown from 160 to over 180 members in the past two months, representing a total of over 10,000 phonographs in this area.

In addition, he declared, the association has been receiving many applications for membership from operators in nearby Nassau county. This statement drew much applause from the membership.

Discussing the most pressing problem to the trade in this area—television—Denver cautioned the operators to think of it "as something that's here to stay, but," he pointed out, "it was a threat only so long as it remained a novelty, and once it gained wider acceptance in the home it would cease to be in competition with the coin-operated phonograph."

Denver then continued in the same vein by warning against any panicky sentiments among the trade. "All business has felt the recent setback," he declared, "but still remains sound, and this business is still sound."

"Operators," he said, "should continue to keep the best possible equipment on the street, and they should liquidate obsolete machines for the benefit of themselves and the industry."

"I extend my most sincere thanks to The Cash Box for the friendly and thoughtful manner in which they have analyzed the condition of the operator. It has played its searching light upon us, showing our achievements, our needs and problems, clearly and fairly."

"My special thanks go to its distinguished publisher, Mr. Bill Gersh. Thanks also to Mr. Joe Orleck, Mr. Ralph Emmett, and all the other editors who have sought occasion to be helpful to us."

Completing this general report to the membership, Denver called upon Wm. J. (Bill) Alberg, of the Brooklyn Amusement Machine Co., to come to the rostrum.

Alberg, one of the best known operators, had served for many years as a member of the Board of Directors of AMOA until his recent resignation, and it was this meeting that was chosen by the membership to do him honor.

Reviewing Alberg's many contributions to the growth and development of the association, Denver, on behalf of the members, presented him with a beautiful gold wrist watch as token recognition from the association for his services.

After the ceremony, Denver went on to deliver an extensive report to the members on the recent hearings held in Washington on the Scott and Fellows Bills.

Highly praised for his outstanding participation was Sidney H. Levine, attorney for the association, who accompanied Denver to Washington and lent his presence to each and every session held on the measures.

SIDNEY H. LEVINE

To the applause of the membership, Denver told them that the presence of AMOA representatives was instrumental in putting the coinmen's case before the congressmen and, he said, "It would have done you proud to witness Levine in action at the eventful June 11 hearing."

Following Denver, Levine took over to explain the legal aspects of the Scott-Fellows battle. When he concluded, the sentiments of the membership might well have been epitomized by the remark voiced by Al Bloom, a former officer of the association, who has been affiliated with the group from its earliest days.

Bloom declared that in all his long experience with AMOA, he had never before heard such a fine and logical argument in behalf of coinmen, as Levine delivered before the congressmen that day.

The applause of the membership was ample evidence that they were in agreement.

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CHICAGO — With the announcement of Bally's new five or three ball novelty game, George Jenkins Vice-President and General Salesmanager of Bally Manufacturing Co., also announced that the firm had stepped up production on their new, club-type bell console, "Hi-Boy," fifty per cent.

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It's What's In The Cash Box —That Counts

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THE NEW, SENSATIONAL

PACKARD

"MANHATTAN"

COMMERCIAL PHONOGRAPH

with the

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THRU THE COIN CHUTE

CHICAGO CHATTER

Here it is. The fifth year—the Fifth Anniversary Issue of *The Cash Box*. Ever growing, ever serving, and from the many statements made to us, becoming more and more important to every member of the industry. With the new plans which have already been made—you'll soon be seeing a bigger, greater, grander and even more outstanding publication to serve you better in every possible fashion. *The Cash Box* goes on ahead. And will soon make announcement of a very interesting new development which is sure to please a great number of people engaged in the coin machine industry—from manufacturer to operator. As one noted mfr told us, "The many great achievements of *The Cash Box* are forever engraved on the records of the industry."

We found Mrs. Leo Lewis (Coin-A-Matic Distribs) enjoying a very nice box of candy this past week. Seems that Mrs. Lewis won the box betting on *The Cash Box*. (Keep it up Mrs. Lewis—we'll help you win some more) . . . Bert Davidson is one of the busiest men in town over at the National Filben Corp. Looks like Bert is going to be working 24 hours per day from now on in to take care of the many requests he now has for the new Filben . . . Herb Jones and George Jenkins in conference on the grand way Bally's distribs greeted the announcement of their new five ball game, "Ballyboo". And to everyone who's been in the coinbiz for at least 15 years that name brings back some really nostalgic memories. Remember? "What'll we do in '32?—Play Ballyboo". That little ditty echoed and re-echoed thruout the corridors of the Sherman at one convention. Herb has written a piece entitled, "How to feel 15 years younger", which ties in with the presentation of the new, 1947 Ballyhoo.

Tony Gasparro over at Williams Mfg. Co. is busier than ever before. Tony's got all the plant on his shoulders while Harry Williams is flying his new Beechcraft plane west. Last week Tony told us he had heard from Harry in Las Vegas. In the meantime, the vacation period is here, too, and Tony is puzzled about which one of their shops to keep working and why and how . . . Gil Kitt over at Empire Coin Mach. Exch. is one of the most progressive of the distribs in this business. Not only is Gil working away all day to take care of the orders the firm is receiving from all over the country, but, is also head over heels concerned with the construction of their brand new quarters at 1012-1014 Milwaukee Ave., including the installation of phones, inter-com systems and goodness knows what else—while still tangling with long distance phones every few seconds. It's a dynamic life Gil is leading right now . . . Billy DeSelm over at United Mfg. Co., they tell me, is becoming an expert candid camera man. Before you'll even know it—Bill will be entering your next picture in one of those camera shooting contests.

Lots of coinmen who like the very best in food have been saying "hello" to each other almost every evening at the new and attractive Lindy's on Rush Street. Looks like Lindy's bids fair to become the coinmen's Chicago eating headquarters . . . Talking of Lindy, reminds me that Lindy Force of AMI has just returned from a visit south and east, "And", he reports, "where I traveled they shoot first and then ask" . . . Juke box coinmen are plenty hot after reading details of the Sixth Public Hearing before the Sub-Committee of the Committee On The Judiciary on the Scott and Fellows Bills. "It's about time", one noted juke box leader stated, "that some people who know very little, if anything, about the automatic music business learned to keep quiet." . . . John Chrest of Exhibit was home much of this past week. Mrs. Chrest was quite ill . . . Frankie Garnett back in his office at the Automatic Distributing Co. reports that business is getting along okay. In the meantime, Frankie says he is taking it a lot easier these days . . . Dave Lovitz, adman for O. D. Jennings & Co., is learning what it means to be a daddy. Dave reports that he's up half the night with the new arrival at the Lovitz home . . . F. F. Rowell, Jr. and Sr. of Guardian Electric are on a pleasure trip thru Guatemala and Cuba and expect to be back home in about a month.

Maurie and Eddie Ginsberg of Atlas Novelty Co. both home this past week recovering from their hospitalization . . . Al Stern of World Wide Distribs out of town most of this past week . . . Howard Freer of Empire seen walking down the street holding onto his jaw, says, "I've just come from the dentist. Ouch" . . . Bill Ryan over at J. H. Keeney & Co. extremely busy these days . . . Tom (Dapperest of the Dapper) Callaghan of Bally reported to have worn a new suit the other day which actually made the gals and guys in the Bally plant simply gasp. (What? In astonishment?) . . . Mac Churvis, well known adman to many coinfirms here, seen shopping in the Loop with Mrs. Churvis buying a gift for the second birthday of their grandson. It's hard to believe that Mac's a grandaddy. He looks too young . . . Harry Salat of Bell Products hard to catch in these days. And the same for Al Sebring who, they tell me, is waiting for Beacon Coin Changer.

The boys over at Genco working fast these days turning out more and more Advance Rolls to fill the orders that are flooding in . . . Max Glass is manufacturing plastic novelties . . . Jimmy Johnson and Vince Murphy answering a great many bell ops on how it's possible to put two sets of reels where only one existed before . . . Ben Coven has already booked a record number of orders on Bally's newest five-ball "Ballyboo". Ben claims that all he needs is the factory's production for the next month or so and he'll be very happy . . . Nate Gottlieb, who is now a triple daddy, reports on the trials and tribulations of raising a family. Nate says, "When they're little, you've got little troubles and, I suppose, when they get big I'll have bigger trouble."

Morrie Ovis and Joe Schwartz of Automatic Coin back from a sales trip thruout Nebraska. Joe Simon now gets ready to leave for Iowa and is taking his swim trunks along — just in case the flood waters haven't receded . . . Ted Kruse of Amusematic checked into the hospital this past week . . . Bert Snell of A.B.C. Coin reports that he's preparing a new service kit . . . Leon Berman and Charley Katz of Esquire Games both flying to N.Y.C. . . . Sid Mittleman of Joe Eisen & Sons in town this past week and reported to have a photo with him which created much interest . . . Many of the distribs who were at the Packard Mfg. Corp. showing of their new "Manhattan" phono also came to town this past week to see some of the boys here . . . We understand that Les Levison will be handling Packard sales in the Illinois area.

We are told that Harry Mabs, veteran pin designer now with D. Gottlieb & Co., spent the war years operating in Texas. One day while repairing a machine in San Antonio a woman came up behind him and stuck her head into the open back of the game. After looking it over she said, "The man who designed that machine must have been a lunatic." (Mabs was the designer) . . . Walter Tratsch of ABT talking about his recent Central American trip, reports that while in Nassau he dropped into a small novelty shop and discovered one of his own target games which he had invented 40 years ago, still operating perfectly . . . Walter Patzer also of ABT who invented the famous "Bridge Robot" which plays the card game so perfectly that even Ely Culbertson has lost to it, reports that he only built the machine after Culbertson, who is a dear friend of his, told him he wished he could find a perfect bridge partner. Patzer claims that Culbertson has a standing order for 700 of the machines if they ever go into production.

THRU THE COIN CHUTE

EASTERN FLASHES

This issue completes five years of service to the industry by *The Cash Box*, and it is gratifying to receive so many eons of praise from so great a number of friends congratulating the magazine on its Fifth Anniversary. Altho this issue itself mirrors the best wishes of so many advertisers, we have been receiving letters from loads of coinmen thruout the country—from operators to manufacturers—complimenting *The Cash Box* on its growth and echoing the sentiment for us to continue speaking for the coin machine industry. We thank one and all.

* * * *

Bill Rabkin, president of International Mutoscope Corp., guests on a radio program "Luncheon at Sardi's" one day this week, and was able to get in some very good plugs for the coin machine business, particularly the products of his company . . . Harry Brown, American Amusement Co., Chicago, back in the big city . . . Joe Eisen, Buddy Eisen and Sid Mittleman of Joe Eisen & Sons (Packard distributors) return from the distributor's meet in Indianapolis, Ind. The boys were raving about the new "Manhattan" phono which was displayed for all the distributors . . . Mike Munves tells us that this was the best year he's ever had in the arcade field in his thirty-years in the business.

* * * *

Barney (Shugy) Sugerman, Runyon Sales Co. so busy over in Jersey that he don't have a chance to get to the city, which results in Jack Mitnick rushing continually to take care of the many customers. Johnny Holanka and Gloria Friedman of the Runyon record department report a pick-up in record sales this past week . . . Martin Parker, Distributing Corporation of Wisconsin, Milwaukee, Wis., recently appointed distributor for AMI music equipment in his territory, a visitor here. Parker takes on Capitol Projector's "Midget Movies" for the territory. Leo Willens of Capitol and Parker took in the sights of the big city . . . George Ponser and Irving Kaye, Amusement Enterprises, Inc., delivering their new "Super Tri-Score" the roll down game with the roll over buttons.

* * * *

Willie (Little Napolean) Blatt, Supreme Distributors, Inc., Miami, Fla., after a stop over in Chicago, spends an entire week in New York with his two boys and many friends . . . Nat Cohn, Modern Music Sales Corp., received his first shipment of Mills "Constellation" phonos, and the music ops drive him wild trying to figure how to divide them among his many customers . . . Mac Lesnick, Musical Sales Corp., Baltimore, Md., (Seeburg Distriibutor) gaining quite a reputation for the remodeling job he does on music equipment . . . Al Schlesinger, Square Amusement Co., Poughkeepsie, N. Y. and Steve Quinn, assistant sales manager, returned from a mid-western trip, covering United Coin Machine Company's showing in Milwaukee, Wis. They also stopped off at Detroit and Chicago, and report lively sales of their "Sportsman Roll" in these territories . . . Hymie Rosenberg, H. Rosenberg Co., going at top speed buying and selling roll down equipment.

* * * *

Barney Berkins becomes sales manager for Dave Stern's Seacoast Distributors (Rock-Ola distributors) New York office. Barney starts hustling right away and reports some nice sales of both music and games the firm handles . . . Louis Kiniskern of Pan-American Music Co., expects to leave the hospital within the next few weeks. Louis has already spent a tough five weeks there . . . Jack Semel and Jack Rubin form a new company, Esso Manufacturing Co. in Hoboken, N. J. and are manufacturing a roll down game. Game will be ready in a few weeks . . . Irving Fenischel and Herman Tepper, International Distributing Corp., Brooklyn, N. Y., tell us they have something big in the works—public announcement should be ready in a week or so . . . Bill Alberg, Brooklyn Amusement Machine Co., Brooklyn, N. Y. honored by the Automatic Music Operators Association, and gets himself a gold wrist watch.

* * * *

Tony (Rex) DiRenzo, Manhattan Phonograph Co. (Aireon Distributors) still enthusiastic over the fine reception given their new "Fiesta" by the local music ops . . . Ben Becker, Tri-State Sales Co. and Pioneer Distributing Co. (Bally distributors) out on the road for the past week acquainting the trade with Bally's new five-ball "Ballyhoo" . . . Telecoin informs the trade of their forthcoming showing of their many items, featuring their new "Quizzer" machine . . . H. F. (Denny) Dennison, national sales representative for Pantages Maestro, almost completes his set-up of distributors thruout the country . . . Teddy (Champ) Seidel, Seidel Coin Machine Sales, claims this past week was the busiest he's had since his opening.

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

Coinmen all around town extending their best wishes to *The Cash Box* on its Fifth Anniversary. Some of the local distribs even recalling some of the early issues and congratulating Bill Gersh and Joe Orleck for a magnificent job.

Looked in over at Paul Laymon's busy place and saw a sample of the new Bally "Hi-Boy" console on display, Paul reports that the ops who have seen the new machine think mighty well of it. Sorry to hear that Ed. Wilks sales manager for the busy Laymon firm has the miseries in the form of an occupatinoal disease known as stomach ulcer and is on a tough milk and cream diet, our sympathy to you Ed.

A new game is being turned out in town, it's a poker roll down made by the Western Amusement Machines Co.

Dan Donohue, Regional Seeburg Director, was shocked and grieved when informed of the sudden death of his wife Marion Donohue this past week. Donohue was on a trip to Portland when his wife passed away and had to rush back for the funeral. Mrs. Donohue enjoyed good health until the time of her sudden passing and the many friends of the Donohue's were deeply grieved.

The Shine Distributing Company displayed a sample this week of the new Douglas Shoe Shine Machine at their showrooms on Pico Blvd. On hand to greet ops and explain the workings of the new equipment were M. L. Parent, national distributor, Porter D. Douglas, inventor of the machine from Emeryville. Had my shoes shined and was quite pleased with the results.

Harry Williams of the Williams Manufacturing Company, Chicago, flew his own plane in to town this week for a short rest and vacation. Harry plans on seeing a number of his old friends while around town. Harry has been spending some of his time with his Dad, William (Bill) Williams of the Williams Distributing Company.

Leon Rene of Exclusive Records informs us that sales of the firm's platters are on the increase right along in spite of seasonal slack. The firm has consistently turned out his numbers. Gordon Burdge of Eagle Records has just signed Pinky Tomlin well known Ork leader to an exclusive contract. Pinky spent a number of years entertaining troops during the last war . . . We have a new addition to the coin field in Joseph Dippolito, fight promoter and liquor store operator of San Bernardino. Joe has just purchased a large number of new Seeburg phonos for locations in that city.

Phil Robinson, west coast rep for Chicago Coin, tells me that the ops are really going for the firm's newest game with a big back log of orders piling up, Phil says that the factory is making rapid deliveries to all distribs, Ed Levin, sales manager of the factory in Chicago, is visiting on the coast and traveling with Robinson calling on distribs. This is the first trip west for Levin who found the distribs out here very able and doing a good job. Ed is very enthusiastic about the west coast distributors.

Every opportunity I get to chase out to the Allite plant over on the south side (and that's often) I always find new innovations and creations. Mention was made of the fact that a building behind the plant was moved and foundation laid for a new one within a few days. It seems now that the new shipping building and storeroom will be completed within the next few weeks. Many changes have taken place in the plant itself to increase efficiency and which is reflected in the increased output.

Dropped around to call on Bill Happel Jr. of Badger. Bill has sold and delivered quite a number of the new "Strikes N' Spares" the all automatic bowling game, Bill is awaiting a large shipment which is due soon and hears from ops that the game brings terrific returns.

M.S. Bill Wolf off to the north country calling on ops along the way and visiting with the managers of his San Francisco, Portland and Seattle offices, Bill must enjoy the long trip as he uses his new Cadillac to drive up and back. . . . Jack Gutshall still out in the Midwest. Jack took a trip to Indianapolis for a sales meeting of the Packard Manufacturing Company. Jack Allison is in charge of the business in Gutshall's absence.

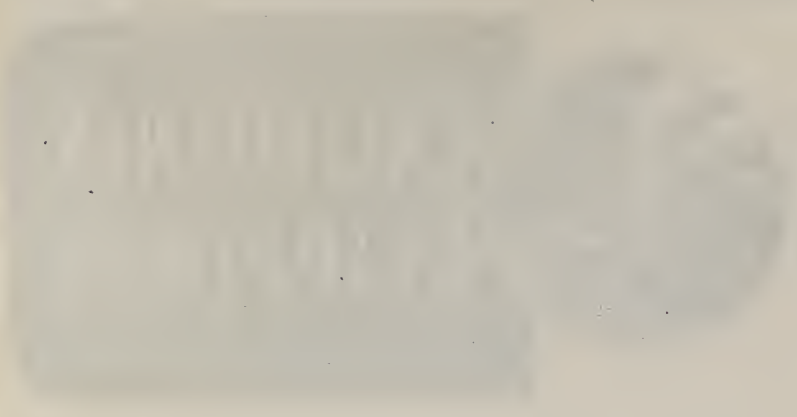
Len Micon of Pacific Coast Distributors has just received a nice shipment of the new Genco "Advance Roll" and delivering them as fast as they come in. Len is distributing the new Evans' Winterbook and Bangtail in Southern Cal. . . . Dropped around to see George Oliver of Capitol Records and heard that the new Capitol recording of Temptation is winging its way to the top of the hit parade in a phenomenally short time. It's tops on the west coast for the second week.

S.C.A.M.O.A. has just completed moving its offices and is all set up to do business in its new location on Pico. Jay Bullock, Managing Director of the assn, tells me that the music ops are flocking back in and that the organization has many fine plans for the operators' well being and welfare.

A few of the out of town ops were seen shopping along coin row this past week, they included: L. H. Maston, Portersville: W. H. Shorey, San Bernardino: L. Holloway, San Bernardino: E. S. Trimble, Huntington Park: L. Smith. Downey: M. Conner, Downey: Jack Arnold. Barstow: D. D. Brymer, Palos Verdes: S. R. Hopkins. Banning: W. B. Hulsman, Temple City, Harvey Mourlam. Hanford: Lela Smith, Barstow.

Len Baskfield of E. T. Mape of San Francisco was visiting in town this past week and spent several days with Ray Powers local manager of the Mape offices in Los Angeles. Several important deals are in the making and may be announced soon.

Solotone Manufacturing Company has finally whipped some of their parts shortage and production problems and are now in full swing again and making substantial deliveries of their new selector box and mirror cabinet . . . Fred Gaunt of General Music has been taking lots of orders for new equipment which the firm is currently distributing . . . H. G. Sherry of Commercial Radio Corporation, has come up with a terrific new innovation in the firm's new coin operated radio which includes a two way inter-communication system, which allows the manager of a hotel or motel to communicate to any or all occupants of rooms in the establishment. This new idea is invaluable in case of emergency of any kind and can be a life saver. It could have helped to avoid or reduce some of the recent hotel fire casualties . . . Charlie Fulcher of Mills Sales has just received a shipment of the new Mills Constellation phono and is making rapid deliveries to ops who have been waiting the longest for this phono.



THRU THE COIN CHUTE

ST. LOUIS

Play action is coming back strong once again thruout this entire area. Some of the out-of-town coinmen, who dropped in this week to visit with various jobbers and distribs, report that business is better and getting going more and more so each day. That makes some of the coinmen here pep up. Yes, sir, there's nothing like hard work plus some ingenuity to get the take back to normal once again. And, like the publisher and editor of *The Cash Box* wrote some time ago in an editorial we consider one of the greatest we've ever read, "Stop Clucking! Start Working!", that's the real answer to a great many problems.

Del Veatch of V-P Distributing Co. is all hot and bothered about Williams' "All Stars" baseball game. It seems that the boys here suddenly discovered that this machine is unique from more than one standpoint and have been deluging Del with orders for instant delivery. "Brother", Del tells us, "just let Harry Williams ship me those 'All Stars' by the carload. I can use 'em" . . . One guy who definitely won the admiration of a great many coinmen is Carl Trippe. Carl is never at ease. Always working and always thinking up new ways and means to make things a lot better than they are. And, believe me you men, that's real progress. Carl has been doing a great job and intends to do even a better one as time goes on.

Haven't heard a thing from John LaBan lately. What's what, John? . . . Andy McCall is one coinman all like to meet with. Andy always has an idea and usually it's a very good one, too. Andy has something up his sleeve, they tell me, which he's going to pop with very, very soon . . . Joe Morris is here, there and everywhere these days . . . Frank Murphy must admit that his AMI machines are doing right nice by the ops that bought 'em. Frank is one man who knows the music machine biz. He looks to some new ideas popping any day from AMI which will make a lot of guys sit up and pay attention.

One of the most impressive jobs I've ever seen in this or any other business is that booklet turned out by National Slug Rejectors on their 600 series. This is something every operator in the country should have. It places this coin machine industry on a par with any other in the nation., Mr. Gottfried. president of the firm, is to be most sincerely congratulated for turning out such a very fine job . . . And that brings us right up to date with National Vendors, one of the most progressive vending machine manufacturers and located right in our own home town. Because of this firm there has been a tremendous amount of interest in St. Louis as headquarters for the vending machine business. And what better town could the people choose? (Don't ask me—for my answer is most definitely St. Louis, Missouri.)

Haven't been able to get in touch with Ben Axelrod lately. Wonder where Ben is keeping himself? . . . Rush Hughes that noted disc jockey is broadcasting *The Cash Box* "Top Ten Tunes" as well as the record polls everytime. Some weeks ago Rush made a complete program of *The Cash Box* polls and he plans another very soon . . . Jackie Rosenfeld is plenty hepped up because of Bally's "Ballyhoo" which should bring back plenty of memories to the guys and gals in this town who were in the business 15 years ago. Most of them heard "What'll we do in 32? Play Ballyhoo" echo with plenty zest thruout the corridors of the Sherman during the '32 convention . . . Dan Baum, they tell me, was out of town for a few days covering some of the important things one of the leading men in this industry had to say.

Many of the boys here are looking forward to seeing the new Packard "Manhattan" model automatic phono. They believe that Homer E. Capehart may have something of real value for the automatic phono trade . . . And, in the meantime, it can be stated that music is getting back strong and will probably get even strnoger as the weeks go by. There is no doubt that if the boys in the music biz will agree to 75%-25% as have other territories in the nation that they will be walking on very solid ground.

MINNEAPOLIS

The Twin Cities have been getting a little taste of summer weather this past week as the sun has come out and things look a little brighter.

J. Alan Redding of Houston, Minnesota drove into Minneapolis to spend a few days visiting some of the distributors in the Twin Cities . . . Stan Woznak of the Stanley Music Company, Little Falls, Minnesota in town for just the day, although he spent the past week fishing near the Canadian Border . . . Julius Koers of the Koers Distributing Co., Rapid City, South Dakota drove into Minneapolis for a few days calling on some of the distributors in Minneapolis and St. Paul . . . Danny and Amos Heilicher of the North Star Novelty Company, Minneapolis flew back to New York last week to be at their nieces' wedding, and spent a few days there before flying back home . . . Pat Flannigan, Minneapolis operator is also helping his uncle operate a fishing resort on Medicine Lake, near Minneapoliis. They have seventeen cabins and forty-five boats which are in use everyday as long as the weather remains nice.

Ernie Kopp of Riebhoff & Kopp, Detroit Lakes, Minnesota, in town for just the day. Ernie's been suffering from a back ailment and has registered at the Mayo Clinic at Rochester, Minnesota, but will not be able to take his first examination until July 21st . . . Jack Lowry of Rochester, Minnesota entered the Mayo Clinic for another physical examination. Same trouble (stomach) . . . Bill Hattlestad of Cottonwood, Minnesota took time out to drive into Minneapolis. It was his first visit in many months . . . Paul Hayes of Rochester, Minnesota in town for just the day, and reports that the bass are now biting . . . Ernie Klicker of Park Rapids, Minnesota is not only a well known operator throughout Park Rapids, but is a partner in a very thriving meat market. Ernie drove into Minneapolis and spent a couple of days visiting a few of the night spots . . . Al Eggermant of Marshall. Minnesota in town for just the day . . . We just heard some very good news about Jules Dirckx of Marshal, Minn. He is really on the road to recovery and is feeling much better.

Paul and Martin Kallsen of the Martin Music Company, Worthington. Minnesota drove to Minneapolis just for the day. There is quite a little story connected with the success of Martin Kallsen. Martin, several years ago worked in a restaurant for a few years. Later he became a wagon driver for a baking concern and after saving a little money he went into the Coin-operating business on just his nerve. Today, he has one of the finest Music and Pin Ball routes in the State of Minnesota and is so centralized that he is able to operate in part of Iowa. On top of all this, due to his personality and ability, he has become the supervising diirector of Camp Okoboji which is situated on Lake Okoboji. Iowa. He supervises over 4000 campers per season. and the camp shows a nice gross at the end of the season. which isn't bad for a young man named Martin Kallsen.

Silent Sales' Bill Cohen reported to be trekking up and back from Chicago with the greatest regulariity. His visits have resulted in some nice games appearing in his showrooms . . . Ted Bush had the blues the other day when we heard him talking to someone in Chicago and Ted let go full blast about conditions generally . . . Herman Paster has been working like a beaver getting ops thruout the area acquainted with the many new ideas the firm has . . . More and more ops coming down to the Twin Cities as the warm sunshine spreads its beams. Looks like the boys will be busier than ever here.

THE CASH BOX COIN MACHINE MART

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WANT

WANT – Will buy Hitones. Advise quantity and price. No Junk! All machines must have complete plastics and parts. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

WANT – Evans Bangtails, 1947 model, Winterbooks, Bally Triple Bells, Bally Deluxe Draw Bells. All machines must be in first class condition. Quote best prices. ARUNDEL AMUSEMENT CO., 418 THIRD ST., EASTPORT, MD.

WANT–Keeney Bonus Super Bells 5-25¢ & 5-10-25¢; Bally Triple Bells; Mutoscope Fan Front & Red Top Diggers; Rock-Ola Playmasters; Orig. Brown Fronts; Chromes and Black Cherry slots. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel.: ORdway 3070.

WANT – Lite-O-Cards with Spring Bumpers. Will pay $40. ea. MODERN AMUSEMENT CO., 530 URSULINE ST., NEW ORLEANS, LA.

WANT–850 Wurlitzers; Chicago Coin Basketball Champs (used); Wired Music Equipment. State condition and best price. ATLAS MUSIC CO., 891 BANK ST., OTTAWA, ONT., CANADA.

WANT – Will buy any quantity used slot machines, all makes and models. Also, NEW Pace Chrome Deluxe Slots 5¢-10¢-25¢ & $1. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single Doubles and 3 Ways. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT–Personal and Solotone Boxes, new and used. Also Amplifiers. REX NOVELTY CO., 170 SOUTH STATE ST., WILKES-BARRE, PA. Tel.: 3-7542.

WANT – Wurl. & Seeb. 30 wire Hideaway Units complete 20's & 24's; Wurl. 1015's, 850's, 950's & 750E's; Seeb. 1-46S, 1-46M, Hi-Tone, Envoy, etc.; R. O. 1422; used Packard Wall Boxes; Packard & Buckley 30-wire Adaptors for Wurl., Seeb., Mills and R. O.; Mills, Jenn. & Pace F. P. Mint Vendors; Post-war Photomatic; Late 5 & 1 Ball F. P. Games; used Evans Ten Strike; used Genco Whizz; Bally Line-A-Line; Metal Typers; Scales, etc.; Converters 110 DC to 110 AC, 110 V. 25 cycle to 110 V 60 cycle; Generators 60 cycle; all types of 25 cycle Motors, 25 cycle Flyer Motors all models. Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT – 5 Ball Free Play Games. Williams: Amber, Dynamite, Suspense. Chicago Coin: Super Score, Spellbound. Gottlieb: Stage Door Canteen, Baffle Card, Superliner. Bally: Turf Queen, Big League, Midget Racer. Games must be in A-1 condition. For Resale. State quantity & lowest prices in first letter. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: Tuxedo 4976

WANT – All late model phonographs for Export Trade. 1946 Wurlitzers, 1946 Seeburgs, 1946 AMI and 1946 Rock-Olas. State quantity and lowest cash price. Will send deposit. Balance Sight Draft through our bank. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel: Drexel 4326.

WANT – Watling and Pace Scales; Rotary Claws and Merchandisers; Mutoscope Diggers; Two and Three Way Super Bonus Bells; Victory Derbys and Specials. Will sell or trade for any of the above. Wurlitzer Skee Balls, Four Bells $150. ea. Arcade equipment, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

WANT – 5 Ball Free Play Pin Tables. All machines must be A-1 in appearance and mechanically. State condition and lowest price in first letter or wire. Distributors - Send Jobbers Prices. JOE E. FLOYD, 513 TAYLOR ST., ANDERSON, S. C.

WANT – Total Rolls; Genco Playballs; Tally Rolls and Advance Rolls. Phone, wire or write immediately stating price and condition. We do not buy junk. SEIDEL COIN MACHINE SALES, 458 W. 47th STREET, NEW YORK, N. Y. Tel: PLaza 9-1380.

WANT – Original Mills Black Cherry and Golden Falls; Keeney Bonus Super Bells; Bally Draw Bells; New or Used Phonographs. Spot Cash. For quick sale, get in touch with us. SILENT SALES CO., INC., SILENT SALES BLDG., MINNEAPOLIS 15, MINN.

WANT – Puss-In-Boots Fortune Telling Arcade Machine; Madame Zita Fortune Telling Machine; Grandma Doldorino Fortune Telling Machine. State price and condition. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – 5 Chicoin Goalees (in tip top shape); 8 Evans Ten Strikes; 7 Genco Total Rolls, reconditioned; 3 Hi Score; 4 Rol-A-Score and largest selection of Skee Balls from $35. up. SEIDEL COIN MACHINE SALES, 458 W. 47th ST., NEW YORK, N. Y. Tel: PLaza 9-1380.

FOR SALE – DuGrenier, Rowe, National and Uneedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Uneedapak parts. WANT-Will buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE – Keeney Super Bonus 5¢ $350.; Draw Bell $250.; High Hands $50.; Club Bells $50.; Hitone Conversions, completely illuminated done with speaker in top and crystal pickup. Cabinets refinished, looks and operates like new $400. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

FOR SALE – Minnesota is down. We can furnish you with consoles and payout 1-ball machines at less than Cash Box low price. Let us know what you want. HY-G MUSIC CO., 1415 WASHINGTON AVE. S., MINNEAPOLIS 4, MINN. Tel: Atlantic 8587.

FOR SALE – Used Mills Slots: 5¢ Bonus $137.50; 10¢ Bonus $147.50; 5¢ Blue Front $97.50; 5¢ Brown Front $107.50; 10¢ Gold Chrome Bell $160.; 25¢ Gold Chrome Bell $165.; 25¢ Black Front Special $150.; 5¢ Cherry Bell $107.50. Brand new post-war Jennings Chief Jackpot Bells in all models available for immediate shipment. Write for complete list. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD, MASS. Tel: 4-1100

FOR SALE – Now making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Champ, a real Hit. Our new and latest release will be STRIKES & SPARES. Delivery soon. BAUM DIST. CO., 2332 LOCUST ST., ST. LOUIS 3, Mo.

FOR SALE – 9000 Brand New Records – Approximately $5000. worth of brand new Phonograph Records – All late numbers – mostly popular Decca, Victor, Columbia and others. The entire stock of a Coin Machine Distributor's Record Dept. Offers an entire lot or substantial quantities solicited. Write or wire for complete Inventory List showing Titles, Quantities, etc. SILENT SALES SYSTEM, 635 D ST., N.W., WASHINGTON 4, D.C. Tel: District 0500

FOR SALE – Misc. Route of Legal Games in Los Angeles, new games Advance Rolls, Income $290. weekly net. Price $7800. Cash. Enjoy this climate while working. S. SCHWARTZ, 6626 COLGATE AVE., LOS ANGELES, CALIF.

FOR SALE – 1 Keeney 3-Way Bonus Superbells, excellent condition $900.; 4 Atomic Bombers, like new $275.; 2 Jack Rabbits $250.; Genco "Whizz" $75.; Amusematic Lite League $115.; Ace Bomber (Mutoscope) $115. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel. 6-1994

FOR SALE – 10 Panorams, clean, perfect condition mechanically, excellent outward appearance. These Panorams were used in our own Arcade $199.50 ea. 1/3 deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE – Total Rolls $195. ea.; 25¢ Brown Front $99.50; Bally Club Bells $98.50; Keeney 2-way 5-5¢ $145.; Skylark FP & PO $49.50. 1/3 deposit, bal. C.O.D. Write for our reduced prices on large stock of used pingames. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

FOR SALE – Bally Hi Hand Comb. F.P. & P.O. $125. ea.; Chicoin Roll-A-Scores $100. ea. Guaranteed appearance and mechanism. PARAMOUNT DISTRIBUTORS, 546 MAIN ST., BEACON, N. Y. Tel: 900.

FOR SALE– 25 – 5 column Variety Shops with stands. 1¢ Operation. Practically new. At a sacrifice. A. S. HARDY, 25 MORTON ST., MALONE, N. Y.

FOR SALE – A.M.I. Hostess! Located in Eastern Penna. Heart of Industrial Section. 40 Station Studio. 35 Locations in Operation. Must be sold to settle estate. A real buy! Write for complete information. BOX 111, C/O THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE – 5 Jennings Silver Moon Totalizer Free Play, perfect condition $35. ea.; Bally High Hand, perfect $39.50; Gottlieb Grippers, like new $25. ea.; Mills Black Cherrys Originals, like new 3/5 payout 5¢-10¢-25¢ $150. ea. RUGINIS NOVELTY CO., 320 SEVENTH ST., MOUNT CARMEL, PA.

FOR SALE – The Best Mills Blue Fronts in the South. Any denomination. Ready for location. Refinished in Crackle Finish Baked on Paints. Also Mills Bells Refinished and Overhauled for $30.; parts are extra. Sixteen years experience. Send one in by Express. Work gauaranteed. MILTON BRAUN, RT. 3, BOX 428, FERGUSON AVE., SAVANAH, GA. Tel: 3-5432

FOR SALE–2 Wurlitzer 800, very clean $325. ea.; 1 Packard Hideaway A-1 $300.; 1 Packard #1000 Speaker, 10 Packard Wall Boxes (late), 1 Evans Winterbook Bangtails, floor sample, 2 A.B.T. Challengers (late). Write. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND. Tel.: 3-4508.

FOR SALE–Victory Special $350.; rebuilt Wurl. Amplifier $37.50; '41 Derby $95.; Record Time $75.; Knockout $70.; Spot Pool $35.; Bombardier $50.; Bandwagon $30.; Hi Hat $40.; Argentine $40.; Defense $25.: Silver Spray $25.; Wildfire $25.; new Smileys $17.50; 5-10-20 $65.; Majors $40. CENTRAL COIN MACHINE CO., 482 CENTRAL AVE., ROCHESTER 5, N. Y.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – 6 – 5¢ & 25¢ Super Bonus Bells, new $750. ea.; 5 – 10¢ Black Cherry Bells in original cts. from Mills $248.; ea.; 10 – 25¢ Black Cherry Bells in original cts. $258. ea.; 5 – 50¢ Black Cherry Bells in original cts. $300. ea.; 20 – 25¢ Original Gold Chromes, new $200. ea. H. W. COX, 320 FLAMINGO DRIVE, WEST PALM BEACH, FLA.

FOR SALE – 6 Chicago Coin Roll-A-Scores 9 ft. Bowling Alleys, excellent condition $85. ea.; 2 High Dial Rock-Ola Ten Pins, excellent condition $74. ea. S. J. WEISSER, 2931 JOHN R ST., DETROIT 1, MICH.

FOR SALE – Standard Scale Metal Typer 10¢ Chute, used 2 weeks $375.; 4M checks $8. per M; Massengill Pool Table, perfect 5¢ or 10¢ chute $250.; 5¢ Daval Marvels $22.50; Rock-Ola, Wurlitzer D.C. Motors $15. ea.; 60 D.C. to 110A.C. Converter $20. PORTER MUSIC CO., P.O. BOX 6037, W. ASHEVILLE, N. C.

FOR SALE – New American Scales; RCA Coin Operated Radios; 5¢, 10¢ San Nap Machines; Solotone Music; Schermack Postage Machines. Write for literature. Make offer for large selection of all types used Arcade equipment, Phonographs,Pinballs and Scales. Must sell. UNIVERSAL DISTRIBUTING CO., 210 NO. EWING AVE., ST. LOUIS 3, MO.

FOR SALE – Sea Coin - Sea Coin - Sea Coin. Costs only $7.85 per unit. Have you heard of the amazing new escalator conversion kit that fits on all Mills Escalators? Solve your escalator troubles – no more jamming, shingling. Sea Coin is easy to install – fits all denominations. Special: Send in your escalators and we will convert them for you at no extra cost. Money back if not satisfied. SEATTLE COIN MACHINE CO., 3225-27 WESTERN AVE., SEATTLE 99, WASH.

FOR SALE – I have for sale 80 - 1946 & 1947 Vest Pockets. Some have not been used. Would trade for Mills Blue Fronts, Brown Fronts or Chromes. FREE-DELL'S NOVELTY, 6106 GOLIAD AVE., DALLAS 14, TEXAS.

FOR SALE – 10 Wurlitzer Skeeball Machines. All in good condition. No reasonable offer refused. Need room. Also have parts for sale. SKILL AMUSEMENT CO., 1846 E. 23, CLEVELAND 14, O. Tel: Cherry 6425

FOR SALE – $50. ea.: Arizonas, Brazils, Lauras, Grand Canyons, Streamliners, Oklahomas, Stage Door Canteens, Frisco. Kilroys, brand new in original cases $225. ea. EASTERN SALES CO. 1824 EAST MAIN ST., ROCHESTER 9, N. Y. Tel: Culver 2719

FOR SALE – 10 American Scales, used two weeks, like new $139.50. 1/3 Deposit. SOUTHERN VENDING MACHINE CO., 528 CRAIGHEAD ST., DANVILLE, VA.

FOR SALE – Bubble Ball Gum. 165 to 170 count. Minimum order 25 pounds. Price 60¢ per pound. INTERSTATE MERCHANDISING CO., 1196 COMMONWEALTH AVE., BOSTON 34, MASS.

FOR SALE – Club Trophy $40.; '41 Derby $57.50; Pimlico $64.50; Sport Special $39.50; Record Time, less motor $24.50. N. J. STEINKE CO., 18 EAST TUPPER ST., BUFFALO 3, N. Y. Tel: Cl. 0065

FOR SALE – Clean-Up Sale. Attention, Broadcast, Leadoff, Cadillac, Dixie, Hi Hat, Mascot, 2 Owls, Pick 'Em, Sea Hawk, Sky Line, Spot Pool, Stratoliner, Super Chubbie, 1-2-3 Mills 1939. Will sell lot for $279.50. NORMAN J. STEINKE CO., 18 EAST TUPPER ST., BUFFALO 3, N. Y. Tel: Cl. 0065

FOR SALE – You name it – We've got it. Any kind of coin operated phonograph. All machines in good condition and guaranteed. Write, wire or phone for prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455

FOR SALE – 7 New 150 Super Selective Vendit Candy Bar Vendors. Original factory crates and stands. Reconditioned Arcade Equipment: Submarine, Liberator, 2 Shoot-The-Bull, 2 Rapid Fires, Bicycle Trainer, Tokio Gun, Batting Practice. Highest bidder takes all. STANLEY AMUSEMENT CO., 1534 COMMERCE ST., TACOMA 2, WASH.

FOR SALE – 12 Pinball Games, in excellent condition. Reasonable. Also 10,000 used records. X-CEL NOVELTY CO., 5240 N. 11th ST., PHILA., PA. Tel: MI. 4-2624

FOR SALE – Vending machines for bubble gum. Brand new, only $15. ea.; Coin Radios with National Slug rejectors starting at $49.50. First With The Latest. INLAND AMUSEMENT CO., 1047 W. THIRD ST., SAN BERNARDINO, CALIF.

FOR SALE – One-Coin Machine Route. Over three hundred pieces of equipment can be bought. 1/10 Down Payment to Right Party. Phone Collect. AUSTIN MUSIC CO., HOPKINSVILLE, KY. Tel: 57

FOR SALE – 1 to 100 New 1¢ A.B.T. Challengers 1947 model (write); 1 to 50 New Marvel Mfg. 1¢ Pop Up $33.50 ea. The best two penny machines made. Orders shipped some day received. 1/3 deposit with order, balance C.O.D. STATE DISTRIBUTING CO., 512 W. 6th ST., AUSTIN, TEXAS.

FOR SALE – 100 each Wurlitzer and Seeburg 30 wire Boxes $2. ea., all O.K.; 50 Rock-Ola five wire boxes $10. ea. HAL L. MARCH, BRATTLEBORO, VT.

FOR SALE – 5, Like new, Keeney Big Parlay one ball machines (write). Territory closed. 1/3 deposit, balance C.O.D. AUSTIN AMUSEMENT CO., 510 W. 6th ST., AUSTIN, TEXAS.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – Genco Total Rolls $240. Delivered anyhere in the U.S.A. Free. Also Club Trophy $25.; Jumbo Parade F.P. $25.; Keeney Super Bell 5¢ & 25¢ $75.; Scientific Location Pokerino. Write, wire. LYN BROWN CO., 1351 W. WASHINGTON BLVD., LOS ANGELES, CALIF.

FOR SALE – Playboy; Lucky Star; Lightning; Carousel; Honey. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299

FOR SALE – Saratoga with rails $69.50 ea.; Super Bells $125. ea.; Jumbo Parade $59.50 ea.; 2 Keeney Anti-Aircraft Guns $60. ea.; 2 Pitch 'em & Catch 'em, like new $50. ea.; 4 Panorams, splicer & extra film $250. ea. F.O.B. Lewistown. Uncrated. 1/3 deposit. LEWISTON DISTRIBUTING MART, INC., 27 VALLEY ST., LEWISTON, PA.

FOR SALE–25 new Bally Double Barrel 5 ball f.p. game in original crates $99.50 ea., in lots of 5 $90. ea., 10 new Bally Draw Bell red buttons in original crates $375. ea. Terms: 1/3 deposit, balance C.O.D. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel.: Market 7-4641.

FOR SALE – Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. $100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original carton $205.; 1 slightly used Surf Queen $150.; 2 used Flat Tops $125. ea. W. E. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO. ILL.

FOR SALE– Bally Hi-Hand $75.; Jumbo Parade F.P. $40.; Keeney Super Bell 5-25 C.P. $100.; Sportsman $50.; Thorobred $125.; Royal Draw 5¢ $20.; 25¢ $50.; Paces Reels 10¢ $50.; Bally Big Top $50.; Big Game $20.; Wurl. Twins $125.; Wurl. 145 Steppers $15. ea.; Seeburg Adapters for Wurl. $15.; Mills Empress $195.; Throne $150.; Bally Club House 7 coin head $40. AUBREY STEMLER DIST. CO., 2323 W. PICO, L. A. 6, CALIF. Tel.: FEderal 5169.

FOR SALE – 2 Longacres $160.50 ea.; 2 Pimlicos $134.50 ea.; 1 Whirlaway $89.50; 8 Sport Specials $89.50 ea.; 1 Sport Event $99.50; 4 Record Time $74.50 ea.; 1 Dark Horse $89.50; 1 Club Trophy $125.; 7 Blue Grass $84.50 ea. Total for $2500. F.O.B. plus crating charges. GREGG NOVELTY CO., 100 N. GREEN ST,, LONGVIEW, TEXAS.

FOR SALE – Ten Keeney Three Way Bonus Bells, like brand new $1100. ea.; Ten Evans Bangtails 1947 Models, used ten days $450. ea. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: 3713

FOR SALE–Attention Arcade Owners! Slightly used, and floor model Atomic Bombers, almost like new $275.; also 1 Mills Panoram in excellent condition and thoroughly reconditioned. Will sacrifice at $225. For used phonographs, beautifully reconditioned, we have what you want. Write and let us know what you need. Seeburg Phonograph Distributors. AUTOMATIC EQUIPMENT CO., INC., 919-921 N. BROAD ST., PHILA. 23, PA.

FOR SALE – Bally Surf Queens $110. ea.; Bally Midget Racers $130. ea.; Bally Big Leagues $150. ea.; 2 Score-A-Barrel skee balls 10'6" revolving keg & return ball feature $150. ea. Write, wire or call. ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS. Tel.: Ph. 3273.

FOR SALE–Act Now–All machines clean and in excellent condition – Used Evans Bangtails 7 coin F.P.-P.O. J.P., Keeney 5¢ Super Bell Comb., Keeney 25¢ Super Bell Comb., 5¢ Bonus Bell, 5¢ Draw Bell, Jumbo Parade 5¢ comb., Jumbo Parades 5¢ comb. F.P., Hi-Hand 5¢ comb., Total Rolls, Victory Specials, Longacres, Pimlicos, Club Trophys, '41 Derbys, Dark Horses, Five Balls: '41 Majors, South Paw, Exhibit Stars, 4 Roses, All American. Make an offer for any part or all. All machines crated and ready to ship. 1/3 deposit with all orders, balance C.O.D. ART WEISS CO., 1130 W. COLORADO BLVD., ARCADIA, CALIF. Tel.: Atwater 73511.

FOR SALE – Slightly used Bally Victory Derbies $199.50; Jockey Clubs, Turf Kings, refurbished, chrome rails $110.; Mills Three Bells $250.; Four Bells, L.H. $200. Write for lowest quantity prices on new A.B.T. Targettes, Superoll, a new bowling game. Make your needs our problem. SILENT SALES CO., SILENT SALES BLDG., 200-203 - 11th AVE. SO., MINNEAPOLIS, MINN.

FOR SALE – Write in and ask for our illustrated "Newsette"; Seeburg Cadet $169.50; Rock-Ola Deluxe $229.50; Seeburg Vogue, repainted $219.50; Wurlitzer 716 $99.50; Supreme Skee Ball $175.; Jack Rabbit $245.; Scientific Batting Practice $94.50. NATIONAL NOVELTY CO., 183 E. MERRICK ROAD, MERRICK, L.I., N.Y.

FOR SALE–Jack Rabbit $200.; Super Triangle $175.; Tally Roll $150.; Lite League $125.; Superliner $125.; Grand Canyon $60.; Laura $75.; 14 ft. Bankrolls $75.; 14 ft. Bang-A-Fitty (excellent condition) write; Rol-A-Score $300. WANT – Used Total Rolls. State condition & best price in first letter. Also used Basketball Champ. MOHAWK SKILL GAMES, 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE–New: Shermak stamp machines Model A-1¢ and 3¢ combination $24.; Model 4S-Roll stamps $28.; 2 Super Bells 5¢ Free Play and Payout $67.50; Silver Moon F.P. $47.50; Slots – bottom prices. Write. REX NOVELTY CO., 170 SOUTH STATE ST., WILKES-BARRE, PA. Tel. 3-7542.

FOR SALE–We pay the freight – completely overhauled – Guaranteed: Big League $89.50; Blue Grass $59.50; Club Trophy $72.50; Longacres $139.50; Midget Racer $94.50; Fiesta $127.50; Flat Top $44.50; Rio $167.50; Smarty $147.50; Spellbound $109.50; Stage Door Canteen $74.50; Surf Queens $74.50; Double Barrel (new) $139.50; Kilroy $174.50; Super Score $124.50. COIN MACHINE SALES CO., 3804 TRAVIS ST., HOUSTON 6, TEXAS.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE–Arcade Equipment: 1 Wurlitzer Skee Ball (14 ft.) $175.; 1 Genco Skill Roll (9 ft.) $150.; 1 Super Roll (like new) $300.; 1 Rapid Fire $75.; 5 Ten Strike $50.; Rol-A-Score (used), new Sportsmans (write); Advance Rolls (immediate delivery) $499.50; Williams "All Star" (write); 2 All Star Hockey games $100. Pingames: 1 Cadillac $25.; 1 Big Chief $32.; 1 Chevron $25.; 1 Flicker $30.; 1 Hi Dive $40.; 1 Blondie $22.; 1 Zombie $40.; 1 Captain Kidd $30.; 1 Show Boat $40.; 1 Duplex $40.; 1 Leader $29.50; 1 Stratoliner $45.; 1 Jungle $50.; 1 Monicker $45.; 1 Lone Star $45.; 1 Idaho $125.; new Double Barrel (write); new Bally Rocket (used 1 wk.) write; Genco Total Roll (just like new) $225.; Lightning (used 1 wk.) $225.; Williams Cyclone (write). One Balls. 1 Keeney Big Parlay, new (write); 1 Preakness (used) $35.; 1 Pacemaker (used) $35. Bells: new Black Cherrys, new Jennings, Mills Safe Stands, new or used, Chicago Metal Safes (new) write. Consoles: 3 Mills 4 Bells, very clean $150.; 2 Keeney's 5¢ Super Bonus Bells, 2 Keeney's 5¢ & 25¢ Super Bonus Bells (write); 15 Jumbo Parade P.O. $50.; 4 – 1946 Bakers Racers, like new and 2 Jennings Challengers (write). Music: 2 Wurlitzer 616 lite-up $100.; 1 Wurlitzer Twin 12 steel cab. with Seeburg Steppers $150.; 10 Seeburg 5¢ Wall-O-Matic Wireless $22.50; new Packard Bar Brackets $4.; 10 Speak Organs P M Speakers $10.; 3 Buckley Wall Boxes $10.; 1 Wurlitzer 61 $100.; 1 Rock-Ola Deluxe (1939) $225.; 1 - 24 record Wurlitzer (Victory Model E) $145.; 1 AMI Singing Towers $160.; Mills Throne $135. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO. Tel.: SUperior 4600.

FOR SALE – Wurlitzer 500's, 600's. Will trade for new Packard boxes. Wurlitzer 700's, 800's, 850's, beautiful shape (Write); Bank Balls, like new, 10' long $185. ea.; or will trade for late pinballs; Wurlitzer 71's and 81's (Write). GILLES AMUSEMENT CO., 733 MAIN ST., OSAGE, IOWA.

FOR SALE – 10 Spellbound $125.; Stage Door Canteen $100.; 25 Superliner $125.; Big League $100.; Midget Racer $100.; Surf Queen $100.; Big Hit $80.; Fast Ball $125.; Double Barrel, brand new in crates $110.; Big Parlay, brand new (write). SOUTHERN AMUSEMENT CO., 628 MADISON AVE., MEMPHIS 7, TENN.

FOR SALE – Wurlitzer model 100 wall boxes for use with 30 wire. We have 5,000 to sell at $5.00 each. The Best Buy in our 27 years in the industry. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C.

FOR SALE – 4 Standard Pace's Races 5¢; 2 Daily Double Pace's Races 5¢; 2 Bally Club Bells 5¢; 4 Keeney 5¢ Super Bells. SALT CITY AMUSEMENT CO., 11 EAST 13th, HUTCHINSON, KANSAS.

FOR SALE – $25.00 and up Mills, Jennings, Watling Slots in 5-10-25¢ A-1 operating condition; 5 Ball Free Plays; 1-ball P. O. games Mills Panoram $325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: MItchell 3254.

FOR SALE – Music Route, 86 locations in one of the best towns in Idaho. Route well consolidated. Can be handled on down payment, twelve months on balance. For information, write KETCHERSID DISTRIBUTING CO., 1515 N. 13th ST., BOISE, IDAHO

FOR SALE – 50 Buckley Chrome Boxes, 20 and 24 record $15. ea.; 50 old style Buckley Boxes $5. ea.; 6 Seeburg 30 wire Boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE – Complete line of Mills new Black Cherry slots, Buckley's new Track Odds, rebuilt Black Cherry and Golden Falls machines in 5¢, 10¢ & 25c denominations. We are in a position to fill all your slot machine requirements. Immediate delivery on Black Cherry or Golden Falls complete Case & Casting assemblies. Contact us for highest quality merchandise at standard prices. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1312.

FOR SALE – Rock-Ola Commandos - Six Commandos in first rate shape with all plastics intact. $200. each. Also one Counter Model #61 Wurlitzer $65. VEMCO MUSIC CO., 213 FRANKLIN ST., FAYETTEVILLE, N. C.

FOR SALE – 25 Model 80 Kirk Astrology Scales $169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE – Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE - The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY.

FOR SALE – 2 – 5¢ Red Arrow Paces Racers; 1 – 5¢ Brown; 1 – 25¢ Red Arrow; 2 pre-war Evans Ten Strike; 1 post-war, good condition. Make an offer. PRESTELL AMUSEMENT CO., 911 WEST FRUIT AVE., ALBUQUERQUE, N. MEX.

FOR SALE – New Packard 1000 "Out Of This World" Revolving Speakers and all other models; Adaptors for Twin 12 Wurlitzer; new and used Pla-Mor Boxes; 5000 ft. 30 wire Cable; Special Pedestals to mount Pla-Mor and other boxes on the Dance Floor and many other places; new Phono Casters, fit any model, sample set $1. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – 10 Super Skee Rolls $110. ea.; 2 Air Raiders $65. ea.; 1 Rapid Fire $65. ea.; 2 Brand new, in cases, Champion Hockey $85. ea.; 1 Defender $95.; 1 Premier Skee Roll with Barrel $195. WANT – Total Rolls. MARCUS KLEIN, 577 – 10th AVE., N. Y. C.

FOR SALE – Two Brand New Champion Hockeys in original crates $60. ea.; one used Champion Hockey, good condition $30.; one Paces Red Arrow $75.; one Rollette, Jr. $40. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501

FOR SALE – Wurlitzer Model 500 $135.; Seeburg Envoy $200.; Model 700 $300.; Model 750 $325.; Watling 5¢ Rol-A-Top $40. WANT – Jumbo Parades Payout. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: Bridgeport 750

FOR SALE – Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRyant 9-0817

FOR SALE – We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKELAND, FLA.

FOR SALE – We have about 50 WS-2Z Seeburg Wall-O-Matics and are offering them at a special price of $24.50 ea. The covers are not broken and every one has a70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33

FOR SALE – 5 Victory Derbys F.P.-P.C. comb.; 5 Victory Specials. These machines are in A-1 condition. Make offer for all ten machines. Phone or Write to Mr. Stearns, VALLEY AMUSEMENT CO., 418 - 2nd ST., MARYSVILLE, CALIF.

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FOR SALE – Sea Coin - Sea Coin - Sea Coin. Costs only $7.85 per unit. Have you heard of the amazing new escalator conversion kit that fits on all Mills Escalators? Solve your escalator troubles – no more jamming, shingling. Sea Coin is easy to install – fits all denominations. Special: Send in your escalators and we will convert them for you at no extra cost. Money back if not satisfied. SEATTLE COIN MACHINE CO., 3225-27 WESTERN AVE., SEATTLE 99, WASH.

FOR SALE–Westinghouse Mazda Lumilines, 24 to carton; Big Lamps 7½ to 75 Watt; Approved Plug Fuses 3 & 6 amp. (100 to pack) 5½¢ ea.; Glass Fuses (Auto Type) (little Fuse or Buss) (100 to pack) 1-2-3 amp. 3¢ ea.; ½ amp. 4¢ ea.; Rubber double action male plugs 8½¢ ea.; G.E. Mazda small bulbs number 51, 55, 63, 44, 46, 47 and 50. For best results use G.E. Mazda only. G.E. Mazda 1489 Gun Bulbs 45¢ ea. (Tops All). ARCADE BULB CO., 56 W. 25th ST., N .Y. 10, N. Y. Tel.: WAtkins 9-7490.

FOR SALE – At the Coin Machine Show. The Tubular Coin Wrapper that has been accepted by the operators. STEEL STRONG. It's self opening and the seams will not split open; now delivered to the coin machine trade. Send for sample quantity prices. ST. LOUIS NOVELTY CO., 2718 GRAVOIS AVE., ST. LOUIS 18, MO.

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FOR SALE – New 30 Wire Alpha Cable $250. Spool 1000 ft.; Maple Skeeballs 3-1/8" 52¢ ea., $50. per 100; 2-3/4" 48¢ ea., $46. per 100; 2-1/2" 48¢ ea., $46. per 100: 2-1/4" 45¢ ea., $43. per 100. Largest parts supplier in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PA.

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